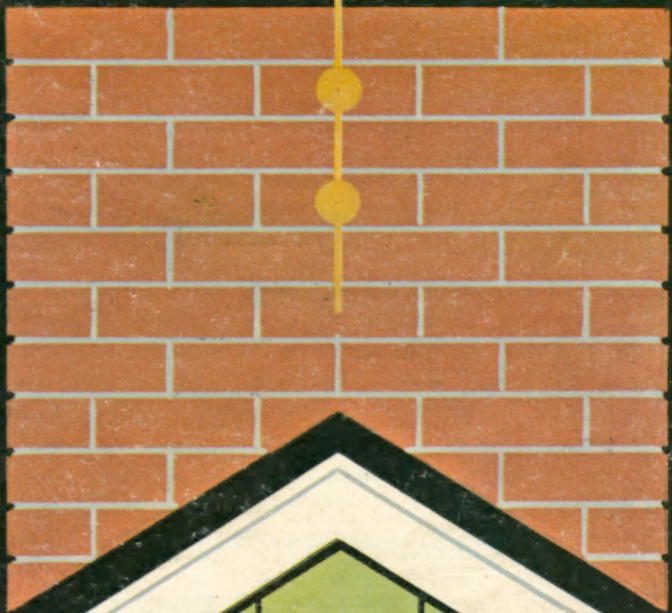


FORD TIMES

APRIL 1975



special car facts section: **The Value-Packed '75s**

Let the facts show you why...

Now is a good time to buy a car.

FACT: The resale value of used cars is up, in some cases, high enough to help offset new car price increases this year. In effect, used car prices may never be higher and the cost to trade may never be lower.

FACT: Many important new car features you once had to purchase as options come standard.

FACT: New maintenance schedules can save you hundreds of dollars (compared with 1972) in the first 50,000 miles.

FACT: The cost of a new car now takes less from today's paycheck than it did ten years ago. Then it took the median wage earner six months to earn the cost of a new car. Today, he can earn the cost of a comparable car in five months.

FACT: New car price percentage increases are less than upturns in cost of food, clothing and even your local movie theatre.

FACT: Extended installment plans where available can reduce your monthly payments.

FACT: The average monthly auto loan interest charge is only \$3.00 more than it was six years ago.

FACT: Many 1975 cars generally offer better fuel economy than last year's.

FACT: In many ways, it's what you can't see — what's "under the skin": the quality, the durability — that give 1975's their value-holding stamina.

**IT ALL ADDS UP TO VALUE—A LOT FOR YOUR
DOLLAR AT A TIME WHEN YOU NEED IT MOST.**



FORD TIMES

The Ford Owner's Magazine April, 1975, Vol. 68, No. 4

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COVER: This pair of chimney sneaks caused bedlam in the bedroom. Their antics are described in Hal Butler's "Our Neighbor the Raccoon," beginning on page 8. Painting by Charles Harper.

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WE AMERICANS DON'T make much fuss over our literary shrines, but we honor those we have. Some of us, usually with youngsters in tow, see Hannibal, Missouri, because of Twain and Tom Sawyer. Others, mostly of college age, get to

Key West to search out its associations with Hemingway. Salem, Massachusetts, draws its share, as much for the mysterious House of the Seven Gables as for Hawthorne. Now, looming larger each year, we have Oxford, Mississippi, whose

by Joseph Blotner

paintings by Louis Freund

The Mississippi birthplace of this great writer has become one of our major literary shrines

Searching for



magnet is William Faulkner, the greatest American writer of this century.

Oxford began to attract attention decades ago, when readers first noticed that something of literary importance was taking place there. They wanted to see what they could of the remarkable Southern universe that Faulkner was forging. In a series of novels and short stories he had created a world so vivid that it left

an indelible impression on readers. It spanned Indian times, the Civil War and the 20th century, depicting aristocrats and yeomen, the poor whites and the blacks. It presented violence and chicanery, tenderness and rapacity, lust and compassion. It made their creator a world figure.

And the visitors wanted to see that figure, who won a Nobel Prize and many other high honors. They sought him out, and though he often

Faulkner in Oxford



fled to the barn or his sailboat, he would occasionally see a few, who would remark on his short stature, his keen eyes, his shyness, his courtliness and his handsomeness. He has been dead for a dozen years now, and what was a trickle of visitors has become a stream. Last year, 15,000 pilgrims went to Oxford.

I went back to Oxford last fall after a few years' interval. I was with friends, some of whom had never been there before, and I wondered what they would be seeking. The town had been changing steadily. How would it look to me and to those seeing it for the first time?

I knew that over the years the visitors were varied. There were the students: graduate thesis-writers with briefcases, and undergraduates in blue jeans. The Russians had been interested in Faulkner since the 1950s, and often now they are among those visiting Oxford. I'm told that when delegations of foreign journalists are offered a visit to Beale Street, a day on the river, or a trip to Faulkner's home, they invariably choose the last of these.

An Oxford friend of mine who oversees Faulkner's home and grounds often observes a priest who finds this a favorite place for meditation. One day a ruddy-faced visitor spoke to my friend in a strong Ohio twang. Back home he ran a one-man tree service. "I've been reading Faulkner for 10 years now," he said, "and when vacation time came this year, I said to my wife, 'Let's

go south. I think I'd like to see Faulkner's country.' "

Almost all the approaches to the city are different now, for Oxford, with its nearly 20,000, including the university, is in the grip of modernization like every comparable American city. "We've got two new shopping centers partly opened," my friend said, "and two big new motels." Each meant an increase of 200 percent in two years, and though this represented what the "New South" had supposedly wanted all along, there were many who felt that as much would be lost in the process as gained. William Faulkner would certainly have been among them.

Though not an alumnus, I checked into the university's Alumni House, which generously accommodates researchers on Faulkner. It is built on the site of the old Delta Psi house, where Faulkner lived when his father was secretary of the university, and thus epitomizes one of the problems: The campus is small, and building something new usually means tearing down something old. Almost immediately I met a retired English teacher from Wisconsin. She had been coming down for 15 years and had written a book about Faulkner's country. She had already been visiting friends she had made over the years and quickly brought me up to date on the doings of some we shared in common. Oxford is like that: What begins as fascination

with the fiction leads for some into a whole world matched in ramifications and emotional intensity only by the home of one's own youth.

In the square is the courthouse Faulkner made famous: "The center, the focus, the hub," as he called it in *Requiem for a Nun*, "musing, brooding, symbolic and ponderable, tall as cloud, solid as rock, dominating all . . ." A dozen blocks southeast of it stands Rowan Oak, the Greek-revival style home, built in 1844, which he bought in 1930 and refurbished over the years. He gradually acquired surrounding woods and lands until he owned 35 acres where he built a barn and a paddock, jumped his horses, and en-

joyed as much privacy as his PRIVATE—KEEP OUT sign and rutted drive could provide.

Now the university owns it, and with meticulous loving care has brought it to a polish never enjoyed in the owner's lifetime. It is beautiful in the hot sunshine. Emerging from the cedar-lined drive, I looked again at the circle of magnolias and that solid, two-story white frame house with its modest pillars, set off by a rose-covered brick wall. Behind it was the "east gallery" where Faulkner would sit with his first bourbon-and-water at what he called the best time of the day.

Admiring the giant oaks and cedars and the verbena in bloom



were three sisters, school teachers from Minnesota, solid and jolly women well into middle age. "We saw the office—his study—in the house," one told me, "and we took pictures of that outline of *A Fable* he drew on the walls." Not long before, the chancellor of the university had welcomed a group of visitors telling them, "You are on hallowed ground here and William Faulkner made it that way. He put us on the map." The sisters' faces showed they were on hallowed ground, as did those of a young brother and sister who had come from New Hampshire.

Out in the country there is more to see. Faulkner drew maps of his "apocryphal county." Overlaid with a map of Lafayette County, they revealed parallels between the two sets of railroads, highways, and rivers, Lafayette's southern boundary of the Yocona River just about where Yoknapatawpha County's Yoknapatawpha River flows. On one occasion a tour took busloads of Faulknerians out to the northwest to see his farm, and to the southwest where gaunt deserted houses suggest the grandeur Colonel Sutpen sought in *Absalom, Absalom!*

They continued to the southwest, where rural settlements looked like Frenchman's Bend in *The Hamlet*. There a ruddy-faced former bootlegger fascinated his listeners as much with tales of moonshining as with his status as purveyor of spirits to William Faulkner when Lafayette County was dry. He said they called

this place Dutch Bend. A Memphis business executive who has amassed a fine collection of Faulkner first editions asked, "Have you ever heard of Frenchman's Bend?" The onetime bootlegger answered without hesitation. "Naw, never," he said. This would have suited Faulkner, a private man who never relished questions about his work.

The Faulkner tradition lives on through the kind of kinship he celebrated in his novels. His nephew, Jimmy Faulkner, has a home out in the country that is a good deal like Rowan Oak. We drove in from College Hill along the few miles of blacktop to town, the roadside lined with luxurious crepe myrtle ranging from raspberry sherbet to deep plum. Just past 50, Jimmy has the strong, lined features of the Faulkner men. As the oldest, he now accepts the clan responsibilities William Faulkner held. He and his brother, "Chooky," sons of William's brother John, had spoken with a group of visitors not long before. They talked of their happy-go-lucky father and his often irascible older brother. "He's the most even-tempered man I know," John once said of William, "mad as a hornet all the time." Jimmy has the Faulkner charisma, and the stories of hunting and flying with "Brother Will," as they called their uncle, seemed to put the visitors in living touch with the novelist. One of the women in a rear row leaned over to her friend and whispered, "That

Jimmy Faulkner, he's just *dawlin'!*"

My visit ended after a brief week. I rode through the square toward the airport. The "Rebel Cosmetology College" of a few years ago is gone, but now Dino's Pizza Palace flashes new neon lights. A block behind it stands a defunct cotton gin, its warehouse smartly remodeled into a shopping complex.

The building that housed Colonel John Wesley Thompson Faulkner's bank is still there, its facade sand-blasted and restored to its appearance when Faulkner's grandfather opened it near the turn of the century. The university will continue its own restoration work, some of the old giving way to the new in a projected \$60 million cultural center that will include Rowan Oak. So town and gown try for progress and preservation at once.

Before I left I saw the sisters again. The youngest, a large, substantial woman, stopped me. "Look," she said, opening her bulging summer straw purse. She extracted a small caramel-colored rock. "It's from his farm," she told

me. "We came a thousand miles for this week, and the first *day* was worth it!" She looked at the stone



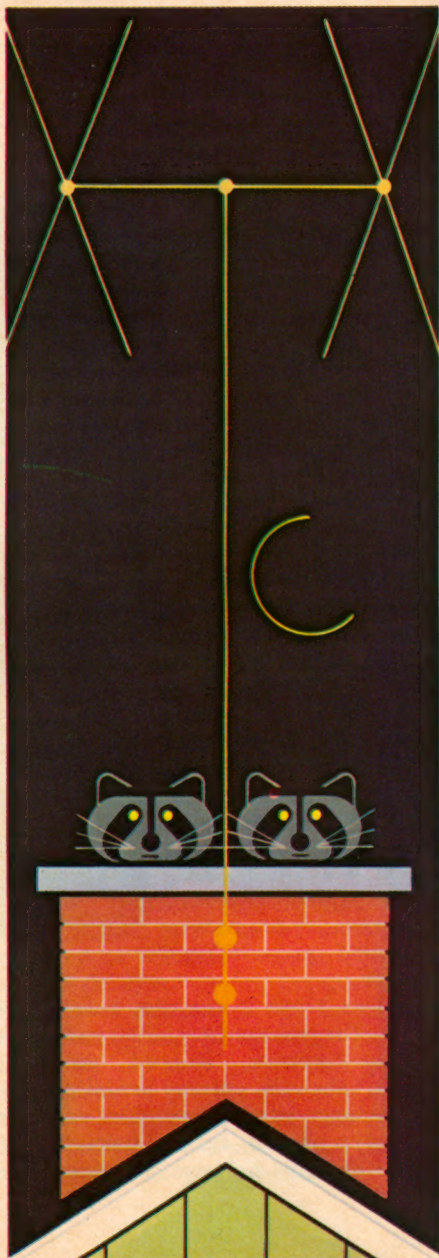
with reverence. William Faulkner wouldn't have minded that. □
Joseph Blotner, professor of English at the University of Michigan, is the author of a two-volume biography of Faulkner. It was published last year.

by Hal Butler

Our Neighbor the Raccoon

A journey into
the wonderful world
of a mischievous
little bandit

paintings by Charles Harper



I HAD NEVER BEFORE been in love with a raccoon. In fact, I had never even made one's acquaintance outside the confines of a zoo. That I would ever grow fond of one of these bandit-like animals never entered my mind—until we moved a few years ago to a suburban home with a wooded ravine in the back that seemingly spawned raccoons by the dozens.

I must admit, right off, that my first direct confrontation with a raccoon did not occur under circumstances calculated to produce a love affair. Just the opposite. I hated the little beast because he was nesting in my chimney.

It was one of those deadly quiet suburban nights and I was sleeping peacefully when I was abruptly awakened by a savage snarl that seemed to come from the living room. For a moment I thought I had fallen asleep during a TV run of an old Tarzan movie, but such was not the case. My wife was awakened, too, and she never falls asleep during TV movies.

"What was that?" was her logical question.

"I don't know. It sounded like an animal in the house."

"Why don't you get up and look around?" she suggested, just as I was afraid she would.

I GOT UP and tiptoed gingerly into the living room, turning on lights as I went so that I wouldn't accidentally stumble over King Kong sprawled on the floor. About the time I had determined that there wasn't anything in the house, I heard the snarl again.

It was coming from our chimney, just above the fireplace damper.

"There's an animal in the chimney," I announced, with the combined authority of a zoologist and a chimney sweep.

"I'll bet it's a raccoon," said my wife, who always says practical things like that.

"A raccoon?" It didn't sound practical to me.

"Yes. I was talking to our neighbor yesterday and he said there were raccoons around. Lots of 'em."

The commotion in the fireplace began again, and this time I detected a high-pitched squeal along with the guttural growl.

"There's two of 'em in there," I decided. "Momma and Poppa. And they're having a family quarrel."

"She probably wants to go out somewhere and he wants to stay home," said my wife pointedly.

Situations like this call for a cool head and I always react predictably—I panic. In great haste I boarded up the fireplace

so that, if a raccoon suddenly tumbled through the damper, he at least wouldn't tear up the whole house. (You can see I believe in being super-cautious.)

The rest of the night was uneasy, with a lot of flack coming from the fireplace, and the next morning we took steps to alleviate the problem. We called an exterminator, who promptly refused the job.

"We get in trouble with wildlife authorities if we kill a raccoon," he said.

"I didn't ask you to kill him!" I squawked. "Just get him out of my chimney!"

"Tell you what to do," said the helpful exterminator, who obviously wasn't going to have any part of doing it himself. "Go up on the roof and drop a rag soaked in ammonia down the chimney. That raccoon will pop out of there in a hurry."

I pondered this brilliant piece of advice for a long time—about 10 seconds.

"If you think I'm going up on the roof and drop ammonia on those creatures so they'll pop out of there in a hurry, you're crazy!" I told him. I had nightmarish visions of falling off the roof with two raccoons cradled lovingly in my arms.

WELL, IT TOOK SOME DOING, but we finally got the raccoons out of the chimney. We discovered that the police were proficient in performing this unusual service. How did they do it? They threw a rag soaked with ammonia down the chimney—how else? Mr. and Mrs. Raccoon departed the premises in unseemly haste.

The next day we had a man install screens over the chimney—square box-like affairs that fit snugly—and we figured our troubles were over.

We should have been lucky!

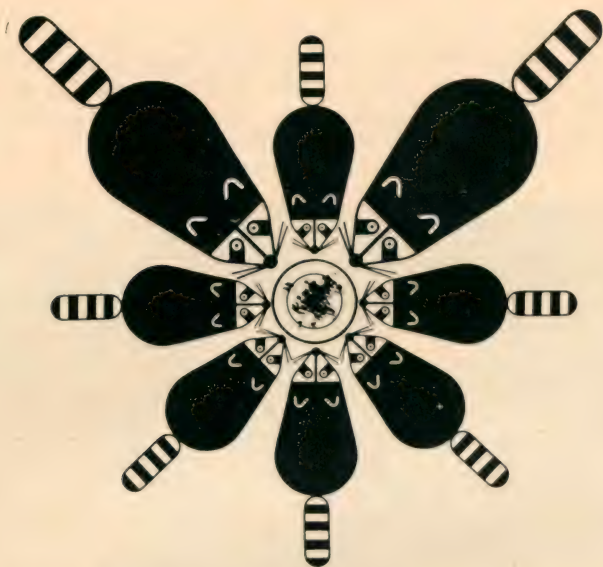
The next morning I found one of the screens had been lifted off the chimney by our clever housebreakers so that they could regain entry. Back came the man who, this time, anchored the screens down. Luckily, the raccoons were away visiting relatives or something at the time of the installation.

That ended the chimney problem, but not the story. Having been grounded by the screens, one of the raccoons (we think it's the male of the species—apologies to Women's Lib—although we haven't attempted a thorough examination) has taken to prowling around our backyard at dusk. And we've taken to watching him from the window—and, you know, he's kind of a

cute creature after all. He's a chubby, gray, top-heavy animal that waddles when he walks. He has a bushy tail and the characteristic blackness around his eyes that makes him look as if he's wearing a mask. He possesses beady black eyes and a pointed nose, and he is about three times as alert as I am.



I think my wife fell in love with him first. She started placing a dinner of meat scraps on the back lawn for his repast, and he rarely fails to show up to claim it. He squats on his haunches, picks up the food in his front paws, and doesn't depart until he has consumed every morsel. He seems perfectly aware that we are watching him from the window, but he doesn't care much.



He thinks we are the intruders.

But we care. In fact, we cared enough to do a little research at the public library, where they don't have raccoons but have information thereon. We found that the raccoon's greatest talent is eating—something we suspected anyway. He will devour almost anything—meat, fish, vegetables, nuts, fruits and other assorted goodies—and gorge himself until he is a round, heavy bundle of fur. He keeps this up all summer so that when winter comes he can curl up and snooze away the hours until the weather warms again.

ALTHOUGH he may show questionable judgment in his eating habits, Mr. Raccoon is not a dummy. He is, in fact, one of the more intelligent animals. Using his front paws as a person uses his hands, the raccoon has been known to master such feats as twisting door knobs to open doors, turning light switches on and off, raising partly opened windows, releasing latches on gates, removing jar covers, and popping corks on bottles.

Not only have we become interested enough in our new neighbor to delve into raccoonology, but we try our best to observe him at work and play. We have instituted a nightly vigil

so that we won't miss his appearance at the feeding trough. We exhibit him proudly to company and use him as a conversation piece when the usual small talk begins to lag. It's surprising how animated the conversation becomes when you talk about something interesting for a change.

Apparently our raccoon is aware of all this personal attention, because after a dozen or so visits he recently did a very human thing. He brought his family along to show them off—mother raccoon, who was fatter than he was, and six babies! They not only ate all the food but also paraded around a little for us—the raccoon equivalent of showing out-of-focus photographs of your kids to visitors.

I guess that's why we've fallen in love with the little beggar—because he possesses at least three very human, and American, traits: He has a family, he loves to eat, and he's overweight.

Not only that, he has a certain charisma that has won our affection. I've found, quite suddenly, that the nasty business of the chimney no longer rankles me. I have come to welcome the little marauder. In fact, if he ever got down the chimney again, I think I might be reluctant to interfere with his pleasure.

That's what I *think*, but I'm not going to give him a chance to test my loyalty. Those chimney screens are staying *on*! □

The Wildlife World of Charles Harper



CHARLES HARPER, whose paintings appear on these pages, is one of America's foremost contemporary wildlife artists. A long-time favorite of *FORD TIMES* readers and standing-room-only crowds at exhibits of his work, Harper studied at West Virginia's Wesleyan College, the Cincinnati Art Academy and the Art Students League in New York. He recently received an Honorary Doctor of Humane Letters degree from Wesleyan. Now a trustee of the Cincinnati Nature Center, Harper concentrates on wildlife art and has published a book of his bird paintings. *Birds & Words* is an art-collection edition of 51 silkscreen print designs commissioned by *FORD TIMES* and 10 selected subjects produced for Frame House Gallery. Says Harper: "When Arthur Lougee, *FORD TIMES* art director in the '50s, asked me to paint some of our feathered friends, I took my first good look at birds as subject matter. That assignment was one of the best things that ever happened to me."

THE STUFFED

by Jennie Douglas

MY FATHER, ONE OF 10 children raised on a singularly unfruitful farm in Indiana, often had been hungry during his childhood. Thus, my brother and I were raised in a California home where a large portion of my father's salary ended up on the family dinner table. I still cannot eat bread without sweet butter and will gladly travel miles to purchase real peanut butter—nothing but peanuts, ground while I wait. I, for one, am more than willing to pay the price for pure maple syrup, unprocessed cheese and decent bread.

We ate meat at all meals. For breakfast there was bacon, ordered by mail from Virginia, or home-made sausage which my father bought from Fat Fred who lived in a shack down by the San Gabriel River. For lunch we often would have stew or soup. There wasn't much difference between the two. Oyster stew was mostly oysters, pepper-pot soup was mostly tripe, and chicken soup was thick with meaty chunks of chicken and lots of homemade noodles (no water, only eggs, salt and flour). My father also was very fond of green beans, cooked for hours with a ham bone until they were limp and dark. They should have been tasteless, but weren't.



POTATO CAPER

illustrations by Larry McManus



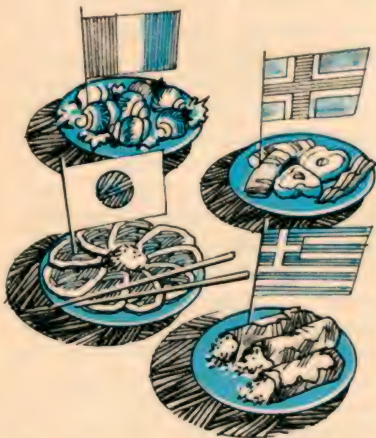
Dinner was many things. Always on the table were all sorts of preserves, jellies, piccalillis and relishes. at least two vegetables, potatoes, a platter of sliced tomatoes, bread sliced at the table, meat, and cobbler or pie for dessert. Cookies were for children and cakes were for birthdays. Chops, two apiece with a couple of extras, were invariably fried. My mother's roasts were terrible, dry and stringy whether they were beef, pork or occasionally lamb, but everyone we knew served roast meat cooked in the same fashion. When I finally tasted a slice of rare roast beef, I couldn't believe it was from the same animal, but by then I was a grown woman.

California was a sportsman's paradise during the '40s. We often ate quail, pheasant or trout. Each fall there was venison. It, too, was unfailingly ruined by overcooking.

We ate a great deal of pork and 10 pounds of potatoes each week, usually fried or mashed. Leftover mashed potatoes would appear at lunch the next day as fried potato cakes, crisp, brown and everybody's favorite. Several times a year my mother would make French fries. She would spend all afternoon in the kitchen preparing the potatoes. The frying took all of two hours since my brother and I ate half of

each batch as it emerged from the pan. Often the fat would catch on fire and sometimes spread to the dishtowel which my mother stubbornly insisted on using as a potholder. French fries were an exciting, deeply satisfying culinary adventure.

In the summer the vegetables and fruits were marvelous—fresh, tiny and tender. There were all kinds of melons. Nobody would have



dreamed of buying a watermelon that hadn't been plugged. My brother and I always shared the plug. Strangely enough, each melon was perfect. There were eight or 10 different types of berries, several of which I haven't tasted since, pomegranates, loquats, huge orange persimmons and my favorite, guavas. We bought sweet corn from the back of a truck that had left the corn field only minutes before. Fresh

broccoli was particularly succulent, nothing like what we buy in the market today, which is why I now raise my own. I imagine the lettuces were also flavorful. There were half a dozen types—romaine, butterhead, several kinds of leaf lettuce and endive. They were beautiful, but in vain did I beg my mother to buy them. To her, as to most Americans today, the insipid iceberg was lettuce. Only the outer leaves have any flavor at all, but I was allowed to eat all of those. My mother always discarded them on the rare occasion when she made a salad.

My father was prejudiced against anything foreign, food in particular. He followed the philosophy that the French ate snails, the Italians eels and garlic, and who could know what went into chop suey? We didn't eat out often. When we did it was always at a cafe with a sign that said, "Home Cooking," a type of cuisine that I grew increasingly anxious to avoid. There were times when my father did not make it home for dinner. Then we would hasten to the nearest Chinese restaurant. In those days, practically nobody ever finished a Chinese meal. The table would be covered with heaping platters with more dishes arriving as soon as there was space. We three enthusiasts finished everything and I must admit that we sometimes bickered over the last spoonful of fried rice. Other times we would go to old San Gabriel and gorge ourselves on tacos

at a tiny cafe by the San Gabriel Mission. It was called, "The Ruins," and lighted by candles stuck in bottles. I thought it had to be the most romantic restaurant in the entire world.

I early began to bring my friends to dinner. They enjoyed the bountiful table with the bowls of home-made preserves and pickles, but that was not why I invited them. Most of my invitations were reciprocated. In this way I rapidly discovered kreplach, moussaka and, wonder of wonders, ravioli at the home of a large, charming family named Vitale. It wasn't long before I was carefully selecting my dinner guests by their ethnic backgrounds.

About this time we had cooking in school. I was thrilled. The mysteries were to be unveiled. I would find out what *au jus* meant. I had been reading cookbooks and was eager for enlightenment. My mother had explained the simple terms such as blanch and poach, but she had never heard of poaching anything except an egg and was as ignorant as I when it came to soufflés and crêpes.

At the first class we made floating island, which tasted terrible. Worst of all, I had no island since some of the egg yolk got into the white. The second lesson was Waldorf salad and after that Turkish delight. In spite of its intriguing name, it turned out to be an obnoxious jello-like candy. Then we made potatoes au gratin. By this time I was wary of being fooled, especially

where potatoes were involved. The recipe was a simple version of the stuffed potato and it was surprisingly good. I promptly tried them at home. My father ate an entire potato before pausing to ask, "What do you call these?" That was high praise from my father.

On New Year's Eve I had blinis for the first time at a friend's house. Armed with the recipe I spent my allowance on buckwheat flour, sour



cream and a tiny jar of caviar. My mother was aghast. "I wouldn't do that, dear, if I were you. I'm sure they're delicious, but what I'd do is make some more of those nice potatoes au gratin." I was ready to admit that my mother understood my father only too well. I scrubbed the potatoes and put them in the oven. This time, though, I added a bit more onion, some caviar to the stuffing, and substituted sour cream for the sweet.

"What are these little round things?" my father inquired after his first bite. My mother paled and dropped her napkin. "Fish eggs, Daddy," I said. Many of the fish he brought home were full of eggs. We fried them with the fish, considering them a delicacy. He ate another bite and was lost to further conversation. Why not? It isn't everyone who has his first taste of caviar and sour cream on the very same night.

From then on it was easy. My father would eat anything served in a potato shell. Furthermore, he would demand potatoes au gratin if a week passed without them. He insisted that I teach my mother to make them as he was fearful that I might elope with the secret formula. Slowly our kitchen began to contain things my mother had never heard of—a hard slab of Parmesan cheese, basil, shallots and chives. I even smuggled in a bulb of the despised garlic. That night he pronounced the potatoes better than ever.

I have been cooking ever since, emboldened by the stuffed potato caper to improvise and experiment with everything I cook. I am also still an avid potato stuffer though I rarely stuff them the same way twice. I keep plastic bags of them in the freezer since they go well with any meat or fish. Best of all, everybody likes them. I've listed some of my favorites here, but I don't stick to these recipes exclusively. I use them only as a guide. It's an established fact that there are absolutely

no boundaries where stuffed potatoes are concerned. □

Potatoes Au Gratin

Cut 6 baked potatoes in half. Scoop out the centers, then add 4 tablespoons butter, 1 teaspoon salt, 2 chopped scallions, ¼ teaspoon paprika and 1 cup light cream. Beat mixture until smooth. Fill potato shells. Sprinkle potatoes with grated Cheddar cheese. Broil the potatoes until they are browned.

Stuffed Potatoes Italian

Saute in ½ cup olive oil: ¼ cup finely chopped shallots, 1 diced zucchini and 1 clove finely chopped garlic until shallots are soft, but not colored. Add to pulp of 6 baked potatoes along with 1 egg, 1 teaspoon salt and 2 teaspoons chopped basil (preferably fresh). Mix thoroughly. Fill potato shells. Sprinkle with grated Parmesan cheese. Bake at 400° until browned.

Stuffed Potatoes Blini

To pulp of 6 baked potatoes add: 1 cup sour cream, 3 tablespoons grated onion, 1 teaspoon salt and 2 tablespoons caviar. Fill potato shells. Dot potatoes with butter and bread crumbs. Broil brown. Garnish with chopped chives.

Stuffed Potatoes Country Style

To pulp of 6 baked potatoes add: 1 teaspoon salt, 1 cup cottage cheese, 2 chopped scallions, ½ cup crumbled cooked bacon, ½ cup cream and ½ cup shredded Monterey Jack cheese. Mix thoroughly. Fill potato shells and bake at 400° until browned.

special car facts section:

the value- packed '75 Fords

Shopping for a new car? Here's a close look at the value-packed 1975 Fords with the information you need to select the right combination of economy, convenience, sportiness and luxury. The Ford lineup is more extensive than ever. From the subcompact Pinto to the luxurious Thunderbird, Ford-built cars share the careful workmanship and generous standard equipment that attract wise shoppers who want the best value for their dollar. If you haven't shopped for a new car recently, pay special attention to the numerous items which were available before only as options and which now are included in the base price of many Ford models. At the end of this section, there's a shopping list for your convenience. Use it to select the car and the equipment that fit your needs and then visit your local Ford dealer. He'll be happy to show you why it's an especially good time right now to buy that new Ford.

Illustrations and information presented in this special section were correct when approved for printing. Ford Division reserves the right to discontinue or change at any time specifications or design without incurring obligations. Some features shown or described are optional at extra cost. Most options pictured are offered on all models. Some options are required in combination with other options. See Notable Standard Features; other items shown are optional. Highlights of optional equipment are listed on pages 40-41. Availability of some models and features described may be subject to a slight delay. Always consult your Ford dealer for the latest, most complete information on models, features, prices and availability.

**new, luxurious
standard-sized cars**

ford ltd



*LTD Landau Four-Door
Pillared Hardtop*

THE FORD LTDs are standard-sized cars offering luxury inside and out, quality construction and a comfortable, quiet ride. Three series are available—Ford LTD, LTD Brougham and the top-of-the-line LTD Landau. Each is offered in two- and four-door models. Completing the lineup are two wagons: the LTD Wagon and the LTD Country Squire.

No matter which series you select, you'll be impressed with the standard equipment. All Ford LTD hardtops

come with a 351 CID V-8 engine, solid-state ignition and gas-saving steel-belted radials. Power steering, power front-disc brakes and Select-Shift automatic transmission help make driving easier. The trunk has been enlarged by two cubic feet to a spacious 21.9 cubic feet; it retains the popular deep-well design that makes space highly usable. The decklid has been redesigned to reduce lift-over height by four inches for more convenient loading and unloading.



LTD 2-Door Pillared Hardtop—
Dark Yellow Green Metallic (4V)



LTD Brougham 2-Door Pillared Hardtop—
Dark Copper Metallic (5Y)



LTD 4-Door Pillared Hardtop—Tan Glow (5U)



LTD Brougham 4-Door Pillared Hardtop—
Candy Apple Red (2E)

The basic LTD is the lowest-priced car in the big Ford lineup. Yet its features are in keeping with the traditional LTD reputation of high quality. There is stretch-out room inside for six people, who ride on attractive seats trimmed with Summit brocade cloth and vinyl in a choice of blue, green, tan or black. Up front is a deep-cushioned bench seat. Color-keyed cut-pile carpeting adds to the interior luxury. There also is a deluxe steering wheel, electric clock, color-keyed deluxe belts, tinted glass and woodtone appliques on the instrument panel and doors. LTD models sport vinyl-insert bodyside moldings, and bright moldings run along the rocker panels, wheel lips and many other areas.

The LTD Brougham is just a notch below the LTD Landau. The Brougham interior has a luxurious bench seat with center armrest. A digital clock graces the instrument panel. Seats are trimmed in Westminster knit cloth and vinyl. A vinyl roof and front and rear bumper guards are standard, as are dual accent paint stripes and full wheel covers.

The Landau provides the utmost in LTD luxury. Its list of additional standard features is outstanding and includes: hidden headlamps, wide



Optional Landau Luxury Group

color-keyed vinyl-insert bodyside moldings and front cornering lamps. Inside, the flight-bench seat and center armrest are trimmed in Niles knit cloth and vinyl. Door panels are padded and have woodtone appliques. For added standard convenience, there is an automatic parking brake release, electric trunk lid release, left- and right-hand remote-control mir-



LTD Landau 2-Door Pillared Hardtop—
Silver Metallic (1G)



LTD Landau 4-Door Pillared Hardtop—
Silver Blue Glow (3M)



LTD Wagon—Ginger Glow (5J)



LTD Country Squire—Pastel Yellow (6D)

rors, and interval windshield wipers.

The station wagons are a blend of luxury and versatility, part of the reason why, year after year, more families buy Ford wagons than any other in America. Interiors are trimmed in durable, easy-care vinyl, and the doors and instrument panel feature woodtone appliques. The LTD Wagon has load-floor carpeting, an electric clock and moldings on the rocker panels, wheel lips and bodysides. The Country Squire comes with woodgrain vinyl bodyside and tailgate paneling and hidden headlamps with

ornamentation. Other standard Squire equipment includes wheel covers, digital clock and cargo light.

Both wagons have tinted glass, color-keyed deluxe belts and are powered by a 400 CID V-8 engine.

For extra convenience, the wagons are equipped with Ford's Three-Way Magic Doorgate, power tailgate window and spare tire extractor.

Both offer 94.6 cubic feet of storage space with rear seat folded down. Under the floor is a lockable storage compartment that adds 9.1 cubic feet of space.

NOTABLE STANDARD FEATURES

FORD LTD: Functional—351 CID 2V V-8 with solid-state ignition ☐ SelectShift Cruise-O-Matic transmission ☐ Power front-disc brakes ☐ Power steering ☐ Steel-belted radial ply BSW tires ☐ Front bumper guards ☐ Wiper-mounted washer jets ☐ Power ventilation ☐ Clock ☐ Lights in glove compartment and front ash tray ☐ Inside hood release ☐ LTD sound package ☐ All Ford Motor Company Lifeguard Design Safety Features like side door beams, protective bumpers, and many others. **Appearance & Comfort**—Deep-cushioned bench seat ☐ Summit brocade cloth and vinyl trim ☐ Deluxe steering wheel ☐ Color-keyed cut-pile carpeting ☐ Woodtone instrument panel and door applique ☐ Color-keyed deluxe belts ☐ Tinted glass ☐ Vinyl insert bodyside moldings ☐ Bright door belt, drip rail, hood rear, wheel-lip and rocker panel moldings ☐ Textured lower rear applique with bright reflex surround molding ☐ Luggage compartment mat ☐ Center pillar windows (2-Door) ☐ LTD "C" pillar crest (4-Door) ☐ Chrome hub caps.

LTD BROUGHAM: All features listed above for LTD with these differences or additions: **Functional**—Front and rear bumper guards ☐ Digital clock ☐ Luggage compartment light ☐ Front door courtesy lights ☐ Rear door courtesy light switches. **Appearance & Comfort**—Bench seat with center armrest ☐

Westminster knit cloth and vinyl trim ☐ Bright seat side shields ☐ Automatic seat back release (Two-door) ☐ Vinyl roof ☐ Dual accent paint stripes ☐ Full wheel covers ☐ Bright front/rear rocker panel extension moldings.

LTD LANDAU: All features listed above for Brougham with these differences or additions: **Functional**—Front cornering lamps ☐ Hidden headlamps ☐ Convenience Group. **Appearance & Comfort**—Flight bench seat with center armrest ☐ Niles knit cloth and vinyl trim ☐ Color-keyed wide vinyl-insert bodyside moldings.

LTD WAGON: All features listed above for LTD with these differences or additions: **Functional**—400 CID 2V V-8 engine ☐ Three-way magic doorgate ☐ Power tailgate window ☐ Below-deck lockable storage compartment ☐ Spare tire extractor. **Appearance & Comfort**—Bench seat with all-vinyl trim ☐ Load floor carpeting.

LTD COUNTRY SQUIRE: All features listed above for LTD Wagon with these differences or additions: **Functional**—Digital clock ☐ Cargo light ☐ Hidden headlamps. **Appearance & Comfort**—Woodgrain vinyl bodyside and doorgate paneling (in place of wheel-lip, rocker panel and bodyside moldings) ☐ Landau high-series hood ornament ☐ Bright wind-split molding ☐ Full wheel covers.

the solid mid-size

torino



*Gran Torino Brougham
Four-Door Pillared Hardtop*

LOOKING FOR BIG-CAR comforts—without big-car price? Try Torino, Ford's solid mid-size.

Torino meets family-car needs with full six-passenger comfort inside. Its trunk has more than 16 cubic feet of luggage space, and the solid body-frame construction helps provide a smooth, quiet ride. And Torino hardtops have a 26.5-gallon fuel tank for good cruising range.

There are 10 Torino models to choose from: Torino, Gran Torino and Gran Torino Brougham—all in two-

and four-door models; the Two-Door Gran Torino Sport, and three station wagons, the Torino, Gran Torino and Gran Torino Squire.

All models come equipped with standard items that are designed to make driving easier, more economical and just plain enjoyable. There's a 351 CID V-8 engine under the hood; it teams with solid-state ignition and SelectShift Cruise-O-Matic Transmission. Power steering and power front-disc brakes are standard, as are steel-belted radial-ply tires and wiper-



Torino 2-Door Hardtop—Pastel Yellow (6D)



*Torino 4-Door Pillared Hardtop—
Dark Blue Metallic (3G)*

mounted windshield washers.

The front end on the Torino has been redesigned—it now sports the same look as the higher-series Gran Torino models. Driver and passengers ride on deep-cushioned, all-vinyl bench seats. The cut-pile carpeting is color-keyed.

Gran Torino is Ford's most popular Torino model. It offers fine detail work, such as bright rocker panel and rear fender moldings, and window frames. Tinted glass is standard. Highlighting the interior is a soft brocade-pattern pleated cloth-and-vinyl seat trim. Additional standard items include deluxe seat belts and electric clock.

Gran Torino Brougham is the top-of-the-line. Its interior is elegant, with the buyer having a choice of Westminster cloth or super-soft vinyl. Dual fold-down armrests complement the split-bench front seat. Brougham models also feature thick cut-pile carpeting, a deluxe steering wheel, and woodtone appliqué on the instrument panel. All models have a full vinyl roof and color-keyed wide vinyl-insert bodyside moldings. Two-doors also come with attractive opera windows.

Gran Torino Sport is a lively look-

ing car with equipment to match. It has a vinyl roof, opera windows and dual fender paint stripes.

Gran Torino Sport buyers may select either individual bucket seats or flight bench seat with fold-down center armrest. Seat surfaces are trimmed in pleated vinyl.

The station wagons feature all of the basic standard equipment found in the car lines, plus they offer the roominess and other important features that have helped earn Ford the title of "Wagonmaster." All wagons have Ford's Three-Way Magic Door-gate; it works like a tailgate or a door. Fold down the rear seat for more than seven feet of carpeted load floor and nearly 85 feet of cargo volume. Under the load floor is a lockable compartment with more than eight cubic feet of storage space.

The top Torino wagon is the Gran Torino Squire. It's highlighted by a power tailgate window and woodgrain vinyl paneling on bodysides and tailgate.

Optional DuraWeave vinyl trim, which looks like fabric yet wears and cleans like vinyl, is available on Gran Torino and Gran Torino Squire Wagon models.



Gran Torino 2-Door Hardtop—
Saddle Bronze Metallic (5T)



Gran Torino Sport—Bright Red (2B)



Gran Torino 4-Door Pillared Hardtop—
Light Green (47)



Gran Torino Brougham 2-Door Hardtop—
Green Glow (4T)

NOTABLE STANDARD FEATURES

TORINO: Functional—351 CID 2V V-8 with solid-state ignition ☐ SelectShift Cruise-O-Matic transmission ☐ Power steering ☐ Power front disc brakes ☐ Steel-belted radial ply 14" BSW tires ☐ Heater/defroster ☐ DirectAir Ventilation ☐ Inside hood release ☐ Wiper-mounted windshield washers ☐ All Ford Life-guard Design Safety Features, including side door beams and protective bumper system.

Appearance & Comfort—Full-width bench seat ☐ All-vinyl trim ☐ Color-keyed 12-oz. cut-pile carpeting ☐ Bright belt, drip and quarter window moldings ☐ Hub caps ☐ Distinctive "Torino" identification.

GRAN TORINO: All features listed above with these differences or additions: **Functional**—Electric clock. **Appearance & Comfort**—Cloth and vinyl trim ☐ Deluxe seat belts ☐ Tinted glass ☐ Bright rocker panel and rear fender rocker extension moldings ☐ Wheel lip moldings ☐ Paint-filled lower back panel molding ☐ Distinctive "Gran Torino" ornamentation.

GRAN TORINO SPORT: All features listed above for Gran Torino with these differences or additions: **Functional**—Eight-pod instrument panel with: tachometer, trip odometer, oil, ampere, temperature and fuel gauges.

Appearance & Comfort—Individual bucket seats (flight bench seat with fold-down armrest available at no extra cost) ☐ Pleated all-vinyl trim ☐ Steel-belted radial-ply WSW tires ☐ Automatic seat back release ☐ Wide bright belt molding ☐ Front and rear fender rocker extension moldings ☐ Dual, remote-controlled color-keyed mirrors ☐ Dual fender paint stripes ☐ "Turbine" wheel covers ☐ "Sport" ornamentation on grille, fuel door and roof quarter ☐ Vinyl roof ☐ Opera windows.

GRAN TORINO BROUGHAM: All features listed above for Gran Torino with these differences or additions: **Appearance & Comfort**—Split bench seat with dual fold-down armrests ☐ Choice of Westminster cloth and vinyl or super-soft all-vinyl trim ☐ 18-oz. cut-pile carpeting ☐ Vinyl roof ☐ Opera window (2-door only) ☐ Wide protective bodyside molding with vinyl insert color-keyed to roof ☐ Steel-belted radial-ply WSW tires ☐ Wide bright belt ☐ Front and rear fender rocker extension moldings ☐ Red lens appliqué on lower back panel ☐ Deluxe wheel covers ☐ Hood ornament ☐ Distinctive "Brougham" ornamentation.

TORINO WAGON: All features listed above for Torino with these difference or additions: **Functional**—3-Way Doorgate with manual window ☐ Fold-down 2nd seat ☐ Rear bumper guards ☐ Lockable below deck stowage.

Appearance & Comfort—Removable cargo floor carpet ☐ Bright tailgate window molding.

GRAN TORINO WAGON: All features listed above for Torino Wagon with these differences or additions: **Functional**—Electric clock. **Appearance & Comfort**—Pleated all-vinyl trim ☐ Deluxe seat belts ☐ Tinted glass ☐ Bright rocker panel moldings, with rear quarter extension ☐ Bright wheel lip moldings ☐ Distinctive "Gran Torino" identification.

GRAN TORINO SQUIRE WAGON: All features listed above for Gran Torino Wagon with these differences or additions: **Functional**—Power tailgate window. **Appearance & Comfort**—Woodtone accents on steering wheel, instrument panel and door trim panels ☐ Steel-belted radial-ply WSW tires ☐ Woodgrain vinyl bodyside and doorgate paneling ☐ Wheel covers ☐ Distinctive "Squire" ornamentation on fender.



Gran Torino Brougham 4-Door Pillared Hardtop—Dark Copper Metallic (5Y)



Gran Torino Wagon—Tan Glow (5U)



Torino Wagon—Silver Blue Glow (3M)



Gran Torino Squire—Green Glow (4T)

mid-size
in the
Thunderbird
tradition

elite



FORD ELITE combines the operating economy of a mid-sized car with styling and luxury in the Thunderbird tradition.

The Elite is offered in a handsome Two-Door Hardtop model. Inside, it has room for six passengers. Efficient soundproofing in key areas helps provide an extra-quiet ride. Elite's outstanding roadability comes from its body-frame construction, coil-spring suspension system and steel-belted radial-ply tires.

Interior appointments are clearly

Thunderbird-inspired. Standard surface for Elite's bench seat is luxurious Westminster cloth and vinyl. The instrument panel features an electric clock and is accented by burl walnut woodtone appliques. Similar appliques grace the steering wheel and door panels.

Many Elite buyers favor the optional Interior Decor Group. Items include individually adjustable split-bench front seat, full instrumentation (including tachometer), luxury knit or super-soft vinyl seat and door trim, thick cut-pile carpeting, visor vanity mirror and automatic seat back release.

Vinyl roof and dual opera windows highlight Elite's stately exterior. Wide vinyl-insert bodyside moldings are color-keyed to the vinyl roof, and



Elite 2-Door Hardtop—Silver Metallic (1G)

there are bright window moldings and wide wheel-lip moldings. Additional touches of personal luxury include tinted glass and full wheel covers.

Elite comes with a 351 CID V-8 and solid-state ignition. SelectShift Cruise-O-Matic transmission provides smooth shifting. For added driving

ease, you rely on power steering and power front-disc brakes. Other standard functional items include front bumper guards and wiper-mounted washer jets. Elite has more than 16 cubic feet of trunk storage space and boasts a 26.5-gallon fuel tank for longer cruising range.

NOTABLE STANDARD FEATURES

ELITE: Functional—351 CID 2V V-8 engine with solid-state ignition ☐ SelectShift Cruise-O-Matic transmission ☐ Power front-disc brakes ☐ Power steering ☐ DirectAir Ventilation ☐ Steel-belted radial-ply 15" BSW tires ☐ Front bumper guards ☐ Heater/defroster ☐ Five-pod instrument panel ☐ Electric clock ☐ Inside hood release ☐ Two-speed wipers with wiper-mounted windshield washers ☐ Ford Lifeguard Design Safety Features. **Appear-**

ance & Comfort—Bench seat with cloth and vinyl trim ☐ Tinted glass ☐ Color-keyed cut-pile carpeting on floor and lower door panels (except with optional white Interior Decor Group trim) ☐ Deluxe steering wheel ☐ Deluxe color-keyed seat belts ☐ Full vinyl roof ☐ Twin opera windows ☐ Wide protective bodyside moldings with padded vinyl insert color-keyed to roof ☐ Hood ornament ☐ Full wheel covers ☐ Bright window moldings ☐ Wide wheel-lip moldings ☐ Distinctive "Elite" ornamentation.

Manual passenger reclining seat



small, sporty, personal

mustang II



Mustang II Ghia

MUSTANG II, the success car of '74, offers even more sportiness and luxury for 1975. That's why it's America's best-selling small luxury car. It seats four comfortably and offers quality detail work and an array of standard features and equipment that you're accustomed to seeing only on many higher-priced cars.

The Mustang II lineup comprises four models. They are the Two-Door Hardtop, Three-Door 2+2, Mach 1 and Ghia.

The Hardtop is the lowest-priced Mustang II. Yet even in this car, there's a high level of luxury. The plush interior features all-vinyl bucket seats with full-width headrests, color-keyed cut-pile carpeting, soft vinyl and carpet door-trim panels (except with white trim), and European-type

padded armrests. A no-nonsense instrument panel contains tachometer, and fuel, amperage and temperature gauges.

Mustang II's standard power train is a thrifty 2.3-liter four-cylinder engine and a four-speed, floor-shift manual transmission. Optional engines include a 2.8-liter V-6 (standard on Mach 1) and a 302 CID V-8. Mustang II comes equipped with gas-saving steel-belted radial-ply tires. You also get rack-and-pinion steering, front-disc brakes and a solid-state ignition system that reduces scheduled maintenance.

The Three-Door 2+2 offers all of the Hardtop's features — plus styled steel wheels, tinted glass, digital clock and additional storage space. The large rear door swings up easily for



Mustang II Hardtop—Pastel Blue (3Q)



Mustang II 3-Door 2 + 2—Bright Yellow (6E)

loading and unloading. Folding down the rear seat produces 28.1 cubic feet of cargo space.

For the sporty crowd, Ford offers the Mustang II Mach 1. It's a car that shouts, "Drive me!" There's dramatic black paint on the lower bumpers and lower bodyside; the rear back panel has a black paint stripe. Mach 1's wide-oval steel-belted radials feature raised white letters and are complemented by styled steel wheels with trim rings. Other standard features include color-keyed remote-control outside mirrors, bright bodyside molding and tinted glass. A digital clock and deluxe seat belts add to the Mach 1's interior luxury.

NOTABLE STANDARD FEATURES

MUSTANG II HARDTOP: Functional—2.3-liter 4-cylinder engine with solid-state ignition ☐ 4-speed manual floor-mounted transmission ☐ Rack-and-pinion steering ☐ Front disc brakes ☐ Color-keyed urethane-coated bumpers ☐ Tachometer ☐ Fuel, ammeter, temperature gauges ☐ BSW steel-belted radial ply tires ☐ Ford Lifeguard Design Safety Features. **Appearance & Comfort**—Low-back vinyl bucket seats with full-width headrests ☐ Color-keyed cut-pile carpeting ☐ Woodtone appliques ☐ Soft vinyl and carpet door trim panels (except when white trim is ordered) ☐ European-type armrests ☐ Bright windshield, rear window, drip, belt and center pillar moldings ☐ Full wheel covers.

2 + 2: All of the above with the following differences or additions: **Functional**—Fold-down rear seat and upswinging liftgate ☐ Digital clock. **Appearance & Comfort**—Styled steel

The Ghia is Mustang II at its finest. It comes with deluxe seat trim in either Westminster cloth or super-soft vinyl. There's thick shag carpeting, deluxe door trim, and door courtesy lights.

Ghia's luxury carries over to the exterior, too. Vinyl roof (full or half) and opera windows are standard; so are dual body paint stripes, color-keyed remote-control outside mirrors, white-sidewall tires and color-keyed vinyl-insert bodyside molding. With the following additional standard equipment—deluxe spoke-style wheel covers, Ghia ornamentation, carpeted luggage compartment, tinted glass and digital clock—Ghia presents a new level of luxury in a small-car size.

wheels ☐ Deluxe seat belts ☐ Tinted glass.

MACH 1: All features listed for the 2 + 2 plus the following differences or additions: **Functional**—2.8-liter V-6 engine ☐ Dual remote-control color-keyed mirrors ☐ Raised white letter BSW wide-oval steel-belted radials. **Appearance & Comfort**—Black lower bodyside paint ☐ Black rear back panel paint stripe ☐ Black front/rear bumpers ☐ Styled steel wheels with trim rings ☐ Bright bodyside molding.

GHIA: All features listed for Mach 1 with the following differences or additions: **Appearance & Comfort**—Opera windows ☐ Shag carpeting ☐ Westminster cloth or super-soft vinyl trim ☐ Vinyl roof (full or half) ☐ Spoke-style wheel covers ☐ Dual body paint stripes ☐ Deluxe door trim ☐ Color-keyed vinyl-insert bodyside molding ☐ Steel-belted radial-ply WSW tires.



Mustang II Mach 1—Dark Red (2M)



Mustang II Ghia—Dark Brown Metallic (5Q)

new, efficient size

granada



*Granada
Four-Door Sedan*

GRANADA, this year's best-selling new-comer in the industry, provides elegance in a new, efficient size. It's designed for the buyer who wants better use of space, fuel and money.

There are four models in the lineup: Two- and Four-Door Granadas, and Two- and Four-Door Granada Ghias. All seat five passengers in comfort, yet they are about two feet shorter and a half ton lighter than the average standard-sized car—about the same size and weight as the Mercedes 280.

The classic chrome-plated grille is flanked by contemporary headlamps in bright rectangular frames. The rear end has a clean, squared-off look with functional tri-color taillights.

A generous amount of glass provides improved visibility—and opera windows are standard on two-door models.

The standard base Granada power team consists of an economical 200 CID Six (not available in California) and a three-speed manual transmission. The solid-state ignition system has no points or condenser, reducing scheduled maintenance. Granada also features as standard equipment manual front-disc brakes, gas-saving steel-belted radial-ply tires, and new turn-signal-mounted wiper/washer controls.

A 19.2-gallon fuel tank gives you good cruising range, and there's room



Granada 2-Door Sedan—Dark Red (2M)



*Granada 4-Door Sedan—
Medium Copper Metallic (5M)*

in the trunk for eight assorted pieces of luggage.

To see richness and elegance, driver and passengers need only to look around Granada's interior. Cut-pile carpeting covers the floor and lower door panels. The handsome, well-equipped instrument panel contains burl woodtone appliques. Seat surfaces are easy-care, long-wear vinyl, and the contoured front seats recline individually. A new flight-bench seat is available at no extra cost.

Granada Ghia features that extra touch of elegance. It offers a vinyl roof, matching vinyl-insert bodyside moldings and wheel-lip moldings. Wheel covers have a spoke-type

design. Ghia ornamentation identifies both two- and four-door models.

Both Ghia models feature bodyside, hood and decklid paint stripes, a convenient remote-control outside mirror, dual-note horn, white sidewall tires and tinted glass. Ghia's standard engine is a 250 CID Six.

Inside, Ghia's individually reclining seats are covered in super-soft vinyl with a "floating pillow" cushioning. There are deluxe color-keyed seat belts, thick cut-pile carpeting and deluxe door trim. Ghia also comes with digital clock, seat-back map pockets and assist straps. Even the luggage compartment is well-outfitted, with carpeting, spare tire cover and side linings.

NOTABLE STANDARD FEATURES

GRANADA: **Functional**—200 CID Six engine (not available in California) with solid-state ignition ☐ Three-speed manual transmission ☐ Turn-signal-mounted wiper/washer controls ☐ Manual front-disc brakes ☐ Tri-color tail-lights ☐ BSW steel-belted radial-ply tires ☐ Anti-theft decklid lock ☐ Inside hood release ☐ Tipped rear door hinge (Four-door) ☐ Ford Lifeguard Design Safety Features. **Appearance & Comfort**—Opera windows and bright moldings (Two-door) ☐ Hood ornament ☐ Bright window, drip, belt, rocker and wheel-lip moldings ☐ Mitred corner door-frame moldings (Four-door) ☐ Individual reclining seats or flight bench seat with vinyl trim ☐ 12-ounce cut-pile carpeting ☐ Instrument panel with burl woodtone appliqué ☐ Lockable glove box ☐ Cigar lighter ☐ Two rear seat ash trays ☐ Luggage compartment mat ☐ Sound and ride package ☐ Full wheel covers.

GHIA: All features listed above with these differences or additions: **Functional**—250 CID Six engine ☐ Left-hand remote-control mirror ☐ Dual note horn ☐ Deluxe color-keyed belts ☐ Rear door courtesy lamp switches (Four-door). **Appearance & Comfort**—Vinyl roof ☐ Center pillar appliqué with Ghia crest (Four-door) ☐ Opera window crests (Two-door) ☐ Vinyl insert bodyside moldings, wheel-lip moldings and lower back panel appliqué ☐ Hood, bodyside, decklid paint stripes ☐ Steel-belted radial-ply WSW tires ☐ Spoke-style wheel covers ☐ Super-soft vinyl "floating pillow" individual reclining seats or flight bench seat with convenience pockets ☐ Deluxe door trim ☐ 18-ounce cut-pile carpeting ☐ Luxury steering wheel ☐ Seatback and roof rail mounted assist handles ☐ Day/night mirror ☐ Digital clock ☐ Luggage compartment carpeting, spare tire cover, side linings ☐ Deluxe sound and ride package.



Granada Ghia 2-Door Sedan—
Light Green Gold Metallic (4Z)



Granada Ghia 4-Door Sedan—
Medium Slate Blue Metallic (1H)



Granada Gh

Flight bench seat features fold-down center armrest





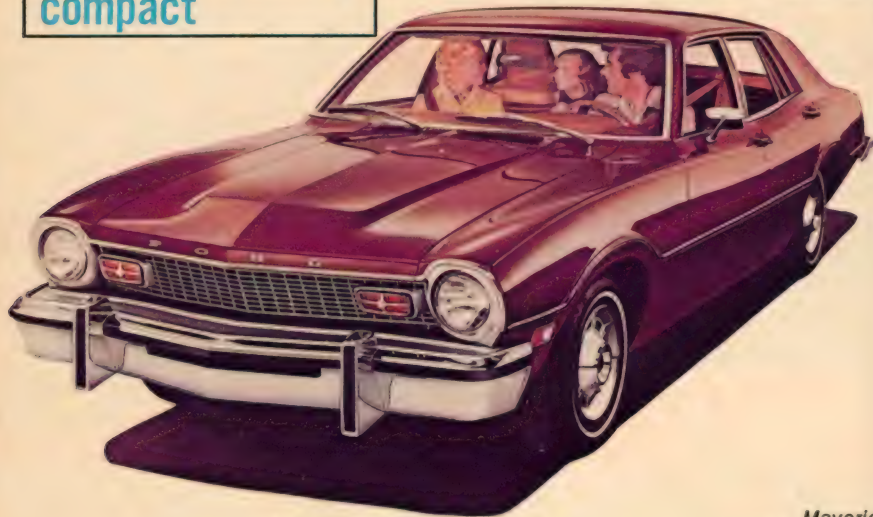
Ghia Two-Door

Ghia Four-Door with individual front reclining seats



the proven family
compact

maverick



*Maverick
Four-Door Sedan*

FOR DURABILITY and economy, it's hard to beat Maverick. The car is designed to get you where you want to go in comfort with minimum fuss.

Buyers may select from three models: Two-Door Sedan, Four-Door Sedan and sporty Grabber.

The basic Two-Door Sedan is the lowest-priced Maverick. Its 103-inch wheelbase makes handling a breeze, and there's room enough inside to seat four adults comfortably. The four-door, best-seller of its class in the U.S. for '74, has a wheelbase about seven inches longer and seats five.

Maverick gets its solid ride from a unitized body construction. The standard engine is an economical 200 CID Six (not available in California). And take a look at the other features stand-

ard on all models: Steel-belted radial-ply tires, solid-state ignition, fully synchronized three-speed manual transmission with column shift, and a 19.2-gallon fuel tank. There's also a heater and defroster with three-speed blower. Bright moldings add to Maverick's good looks; they're on the windshield, rear window, wheel lips and drip rails.

Inside, the Two- and Four-Door



Maverick 2-Door Sedan—Pastel Blue (3Q)

Sedans feature a cloth and vinyl bench seat trim in Random stripe pattern. There's cut-pile carpeting on the floor. All-vinyl door trim panels are color-keyed to the interior. The padded instrument panel includes two round cluster pods containing odometer, speedometer, fuel gauge, and warning lights, with a lockable glove box in the lower section. Front door handles are integrated with the armrests, and overhead is a convenient door-operated courtesy light.

For added value, buyers of the Two- and Four-Door Sedans may select the Luxury Decor Option. Exterior features of this option include vinyl roof, white sidewall tires, color-keyed wheel covers, wide vinyl-insert bodyside moldings and wheel-lip moldings. Inside, individual reclining seats are trimmed in blue or tan vinyl. There's thick cut-

pile carpeting, a day/night mirror and woodtone appliqué on the instrument panel.

The Grabber has all the equipment that accounts for Maverick's solid reputation—plus additional features that appeal to buyers who are looking for something sporty. The exterior has special paint/tape treatment on the hood, bodyside and lower back panel, Grabber identification, and bright window and belt moldings. Styled-steel wheels accent the steel-belted, raised-white-letter radials. Also standard are tinted glass and color-keyed outside mirrors (left mirror is remote-controlled from inside).

The standard full-width bench seat is trimmed in easy-to-clean all-vinyl. Deluxe seat belts and a leather-wrapped steering wheel top off the Grabber look.

NOTABLE STANDARD FEATURES

MAVERICK: 2- and 4-DOOR SEDAN: Functional—200 CID 6-cylinder engine (not available in California) with solid-state ignition ☐ Manual 3-speed column shift transmission, fully synchronized ☐ Manual recirculating-ball type steering ☐ Manual drum brakes ☐ Gas-saving, steel-belted radial ply 14" BSW tires ☐ Heater/defroster ☐ DirectAir Ventilation ☐ Door-operated courtesy light ☐ Lockable glove box ☐ Flipper rear quarter window (2-Dr.) ☐ Ford Lifeguard Design Safety Features, including side door beams, protective bumper system, and others. **Appearance & Comfort**—Full-width bench seat ☐ Random stripe cloth and vinyl trim ☐ Color-keyed 12-oz. cut-pile carpeting ☐ European-type

armrests with door pull assist handle ☐ Color-keyed steering wheel and column ☐ Curved ventless side glass (stationary rear door vent on 4-Dr.) ☐ Bright drip rail and wheel-lip moldings ☐ Bright hub caps.

GRABBER: All of the above with the following additions: **Functional**—Raised white-letter, steel-belted radial ply tires ☐ Dual color-keyed outside mirrors w/left-hand remote-control mirror. **Appearance & Comfort**—Full-width bench seat w/all-vinyl trim ☐ Tinted glass ☐ Leather-wrapped steering wheel ☐ Grabber Decal on hood and fenders ☐ Bright window frame and belt moldings ☐ Special paint/tape treatment on hood, bodyside and lower back panel ☐ Styled steel wheels/trim rings.



Maverick 4-Door Sedan—
Dark Yellow Green Metallic (4V)



Maverick Grabber—Orange (5W)

basic little
economy car

pinto



*Pinto Wagon
with Squire Option*

1975 marks the fifth model-year for Pinto, Ford's popular subcompact. There are three models available: Two-Door Sedan, Three-Door Runabout, and Pinto Wagon—the best-selling wagon in America. Each seats four passengers, provides good gas mileage and is highly maneuverable.

All Pinto models feature welded, unitized bodies for strength and quiet riding. Solid-state ignition, which reduces scheduled maintenance, is standard, and there's a 2.3-liter

engine under the hood. Add to this four-cylinder engine a fully synchronized four-speed manual transmission with floor-mounted shift. The result? A Pinto power team that's peppy yet economical.

Buyers can select a new V-6 as an option this year. The 2.8-liter Six (available only on Runabout and Wagon) teams with a SelectShift Cruise-O-Matic transmission to provide additional power and fine fuel economy.



Pinto 2-Door Sedan—
Bright Yellow (6E)



Pinto 3-Door Runabout—
Dark Red (2M)

The standard interior for the Two-Door Sedan is attractive and comfortable. The front bucket seats have a high-back design; a full-width molded seat is in the rear. Both front and rear seating surfaces are all-vinyl.

Vinyl door trim is padded and color-keyed to seats. The doors feature molded, upswept armrests with integral pull handles. Two round cluster pods containing odometer, speedometer, fuel gauge and warning lights highlight the padded instrument panel.

Outside, Two-Door Sedan models feature a one-piece, corrosion-resistant grille, energy-absorbing steel bumpers, and bright moldings around the windshield and rear window. Standard functional equipment includes rack-and-pinion steering, manual front-disc brakes, inside hood release and two-speed electric windshield wipers with washers.

In addition to the basic Two-Door Sedan's features, the Runabout offers

deluxe seat belts, color-keyed carpeting in the passenger compartment and a handy flip-up rear door. Fold down Runabout's rear seat and you've got a five-foot-long loadfloor — also covered with color-keyed carpeting. With the rear seat down, Runabout offers 29 cubic feet of cargo space.

The Pinto Station Wagon offers exceptional roominess—the rear seat folds down to provide 57.6 cubic feet of space and a carpeted loadfloor nearly six feet long. And Pinto Wagon's turning diameter is a tight 30.7 feet, just great for handling and getting into parking spaces.

The wagon also comes with tinted glass, a full upswinging liftgate with fixed rear window, and a liftgate-open warning light.

A popular option for wagons is the Squire Option. Its highlights include woodgrain vinyl paneling and a choice of pleated all-vinyl trim or vinyl with houndstooth cloth inserts.

NOTABLE STANDARD FEATURES

PINTO: 2-DOOR SEDAN: Functional—2.3-liter 4-cylinder engine ☐ Fully synchronized, 4-speed manual transmission with floor-mounted shift ☐ Manual rack-and-pinion steering ☐ Manual front disc brakes ☐ BSW bias-ply tires ☐ DirectAir Ventilation ☐ Inside hood release ☐ Ford Lifeguard Design Safety Features, including side door beams, protective bumpers, and many others. **Appearance & Comfort**—All-vinyl front bucket seats ☐ Mini-console ☐ Bright backlite/windshield

moldings ☐ Slotted black wheels and hub caps.

3-DOOR RUNABOUT: All of above plus: Rear liftgate ☐ Fold-down rear seat ☐ Color-keyed carpeting in passenger compartment and load area ☐ Deluxe seat belts.

WAGON: All features listed above for Runabout with these differences or additions: Full upswinging liftgate with fixed backlite and liftgate open warning light ☐ Flipper rear quarter windows ☐ Bright window and belt moldings ☐ Tinted glass.



Pinto Wagon—Dark
Yellow Green Metallic (4V)



Pinto Wagon with Squire Option—
Dark Blue Metallic (3G)

personal luxury

thunderbird



THUNDERBIRD is Ford's personal luxury car. It is backed by 20 years of tradition. Few cars can match its styling, sound engineering and standard equipment—no wonder it has outsold its traditional competition.

Thunderbird's lines are clean and classic; elegant touches abound. Thunderbird emblems are on the hood ornament, opera windows and rear end. Protective vinyl-insert moldings run across the bodyside, and there are partial wheel-lip moldings. A vinyl roof and front cornering lamps add to the elegance.

Driver and passengers ride in quiet comfort thanks to Thunderbird's body/frame construction and extensive soundproofing. The interior includes individually adjustable split-bench front seats with fold-down center armrests. Seats are trimmed in

Aurora nylon cloth and vinyl upholstery, and there is 24-ounce cut-pile carpeting underfoot.

Thunderbird comes with SelectAire Conditioner, electric clock, AM/FM multiplex radio and burled walnut woodtone appliques on the instrument panel and doors. Glare-reducing tinted glass is standard, and courtesy lights abound.

For 1975, designers have created three special Thunderbirds. Two of them—one in silver, the other in copper—were introduced last fall in honor of Thunderbird's 20th anniversary. New for this spring is the distinctive jade Thunderbird. Each has a dramatic exterior with numerous color-keyed items. Seating surfaces and door trim complement the exterior.

Thunderbird is powered by a 460 CID V-8 engine that teams with solid-



*Copper Thunderbird
features sumptuous
Media velour interior*

state ignition and SelectShift Cruise-O-Matic transmission. Adding to Thunderbird value are gas-saving white sidewall steel-belted radial-ply tires, full wheel covers and a Deluxe Bumper Group.

There's even more to Thunderbird's list of standard functional equipment, including power front-disc brakes, power steering, and a full-coil sus-

pension with front and rear stabilizer bars.

Thunderbird is also strong on convenience items, with power side windows, inside hood release, remote-control outside mirror and automatic seat back release. The luggage compartment is lighted and fully lined, and it has a spare-tire lock to deter theft.

NOTABLE STANDARD FEATURES

THUNDERBIRD: Functional—460 4V V-8 engine with solid-state ignition ☐ SelectShift Cruise-O-Matic transmission ☐ Power steering ☐ Power front-disc brakes ☐ WSW steel-belted radial-ply tires ☐ Clock ☐ Inside hood release ☐ Deluxe Bumper Group ☐ Front cornering lamps ☐ Automatic parking brake release ☐ Power ventilation ☐ Courtesy lighting (door courtesy lights, underpanel, glove box and front ash tray lights). **Appearance & Comfort**—Adjustable split-bench front seats

with fold-down center armrests ☐ Aurora nylon cloth and vinyl trim ☐ Cut-pile carpeting ☐ Deluxe seat belts ☐ Fully lined luggage compartment with spare tire lock ☐ Sound package ☐ Full wheel covers ☐ AM/FM stereo radio ☐ SelectAire Conditioner ☐ Tinted glass ☐ Vinyl roof ☐ Opera windows ☐ Burlled wood-tone accents ☐ Remote-control left-hand mirror ☐ Bright moldings at hood rear, door belts, drip rails ☐ Vinyl-insert bodyside and partial wheel-lip moldings ☐ Power windows ☐ Automatic seat back release.

Options

extra touches that add value to your car

LISTED here are highlights from the variety of options offered on Ford cars. For your convenience, each option is coded to indicate availability. Some are standard on selected models. See your Ford dealer for complete details on any option.

Option Availability Code:

- (TB)—Thunderbird
- (F)—Ford LTD
- (T)—Torino
- (E)—Elite
- (G)—Granada
- (M II)—Mustang II
- (M)—Maverick
- (P)—Pinto

Automatic Temperature Control—(TB, F, T, E) Set desired temperature and forget about it. Provides the year-around climate you desire—automatically.

Electric Rear Window Defroster—(TB, F, T, E, G, M II, P) Conductive strips warm glass, clear ice, snow, mist or fog for improved visibility.

Electric Windshield/Rear Window Defrost—(TB) Features a gold-plated polyester interlayer laminated between sheets of glass. Heated gold film helps melt snow and ice.

Rear Window Defogger—(F, G, M) Fan directs stream of warm air across rear window to clear condensation.

Extended Range Fuel Tank—(F, M II) Adds extra gallons for increased cruising range.

Front Cornering Lamps—(F, standard on LTD Landau and Thunderbird) Help you see into turns, work with turn signals.

Split Bench Front Seat—(F, T, E, standard on Gran Torino Brougham and Thunderbird).

Fingertip Speed Control—(TB, F, T, E) Accurately maintains preset speed without accelerator pedal. Steady speed helps fuel economy.

Traction-Lok Differential Axle—(TB, F, T, E, G, M II, P) For extra rear-wheel traction in mud or snow.

Tilt Steering Wheel—(TB, F, T, E) Five-position adjustability for easier entry, exit and more comfortable driving.

Electric Power Door Locks—(TB, F, T, E) A great convenience and added security. Includes power tailgate lock on wagons. Part of Power Lock Group on Thunderbird (includes electric decklid release).

AM/FM Stereo Radio With Tape Player—(TB, F, T, E, G, M II) Dual front-door-mounted speakers and dual rear speakers provide concert hall sound.

Automatic Load Adjuster—(F) Special air shock absorbers keep car level, maintain safe road clearance.

Forged Aluminum Wheels—(M II, M, P) Light but strong, with the look of performance.

Deep-Dish Aluminum Wheels—(TB, E) A sporty look, with exposed bright chrome lugs.

Simulated-Spoke Aluminum Wheels—(G, M II)

Anti-Theft Alarm System—(TB, F, T, E, G, M II).

Metallic Glow Paint—(F, T, E, G, M II, P, M) Deep, lustrous finish adds extra attractiveness. Thunderbird available with optional hand-polished metallic Glamour Paint.

DuraWeave Vinyl Fabric—(F, T, P) Supple woven vinyl with rich look and feel of cloth. Offers exceptional cleanliness and fade- and wear-resistance.

Power-Operated Sunroof—(TB, F, T, E, G) Touch a button for instant fresh air and sunshine! Steel panel opens and closes smoothly, quietly.

Manual Sunroof—(M II, P)

Power-Operated Glass Moonroof—(TB, E, G) Features one-way tinted glass.

Manual Glass Moonroof—(M II) Available only with Ghia Silver Luxury Group.

Digital Clock—(F, G, M II, standard on selected models) Dependable and contemporary. Quartz-crystal-controlled for accuracy.

SelectAire Conditioner—(All car lines, standard on Thunderbird) Cools, warms and dehumidifies for year-round comfort.

AM/FM Stereo Radio—(All car lines, standard on Thunderbird).

SelectShift Cruise-O-Matic Transmission—(G, M II, M, P, standard on rest) Smooth, quiet three-speed automatic, a great assist in all driving conditions. Can be shifted manually or automatically as you choose.

Power Side Windows—(F, T, E, G, standard on Thunderbird).

Power Mini-Vent and Side Windows—(Ford Four-door models and Wagons) Automatically opens front mini-vents for quiet, draft-free circulation. Thunderbird available with optional Power Mini-Vents.

Power Steering—(G, M II, M, P, standard on rest) Parking is easy, steering smooth and precise.

Deluxe Bumper Group—(F, T, E, G, M, P, standard on Thunderbird).

Security Lock Group—(All car lines) Includes locking inside hood release, spare tire lock, locking gas cap. Spare tire lock standard on Thunderbird; locking inside hood release excluded from Maverick group.

Wagons

Dual Facing Rear Seats—(F) Adds room for two extra passengers, flips down quickly and easily for loads.

Rear-Facing Third Seat—(T) Increases seating capacity to eight passengers. Converts to load floor in a jiffy (not available in Torino series).

Deluxe Cargo Area—(F) Includes padded quarter trim panels with carpeting on lower portion, and lockable 1.8-cu. ft. stowage compartment.

Lockable Side Stowage—(F) Provides 1.8 cubic feet of additional stowage space.

Power Tailgate Window—(T, standard on Gran Torino Squire and all Ford Wagons).

Recreation Table—(F) A favorite with children. Includes magnetized checkers. Available only on models with optional Dual Facing Rear Seats.

Engines

460 CID V-8—(F, T, E, standard on Thunderbird) Includes heavy-duty battery.

400 CID V-8—(F, T, E, standard on Ford wagons) Includes heavy-duty battery.

351 CID V-8—(G, standard on F, T, E) Requires SelectShift transmission, power front-disc brakes on Granada.

302 CID V-8—(G, M II, M) Requires power front disc brakes on Granada, SelectShift on Mustang II.

250 CID Six—(G, M, standard on Granada Ghia).

2.8 liter V-6—(M II, Pinto Runabout and Wagon, standard on Mach 1) Comes only with four-speed manual transmission on Mustang II, requires SelectShift on Pinto.

your personal shopping list

I T'S A FACT: The smart shopper is an organized shopper. In car buying, this means having a good idea of the type of car and equipment you think you'd like before you enter a

showroom. Use this shopping list to "build" your new car on paper. After you've filled in the blanks, clip the page and take it along when you visit your local Ford dealer.

car line _____

model _____

engine _____

transmission _____

optional equipment

☐ **selectaire conditioner** _____

☐ **vinyl roof** _____

☐ **digital clock** _____

☐ **power steering** _____

☐ **power front-disc brakes** _____

☐ **deluxe bumper group** _____

☐ **white sidewall tires** _____

other options

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Give a taste
of the country . . .



You could give someone a three-month gourmet tour of the States . . . put a map and a list of the country's finest restaurants in his hands.

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The Black

by James York Glimm
paintings by Ben Eisenstat

*Among the tiny towns
in these wooded hills
is a village with only nine
names in the phone book*

WILD AND BEAUTIFUL, the Black Forest in north-central Pennsylvania is one of the most interesting places in the eastern United States—and one of the least known. This wilderness begins just north of Interstate 80 and extends to the New York State border. Surrounded by state and national forests, the towns in the Black Forest region reflect a blend of New England and Appalachian cultures.

North of Williamsport the familiar Pennsylvania landscape changes. Fertile valleys and long ridges disappear, as wooded mountains, swift streams, and rocky ravines take their place. Tiny towns like Steam Valley, Trout Run and Roaring Branch roll by; the only road signs are deer crossings. It seems more like the Adirondacks than Pennsylvania.

The quiet college town of Mans-



field (at the junction of U.S. 6 and 15) is the hub of the scenic trails in the state's northern tier. The road west leads to Wellsboro, a 19th-

Forest of Pennsylvania



century town with gaslights on the main streets, a village green, and Victorian mansions built by lumber barons. Wellsboro is the jumping-off

point for Black Forest adventurers.

Campers, sightseers, hikers and outdoorsmen of all sorts bivouac at places like the Canyon Motel,

the Penn Wells, and the Antlers Inn in nearby Gaines. At Davis Sporting Goods the sportsman can choose from hundreds of locally tied flies and a variety of turkey calls. Fished wet or dry, flies like the Quill Gordon, the McGee, the Hendrickson and

the Cahill are sure to work well on the brown, rainbow, and native brook trout which thrive in the local streams.

The area around Wellsboro is one of the hottest turkey spots in the country. During the two turkey seasons (late October to late November and the spring season in early May), beginning hunters use box and slate calls which can be learned with a few hours' practice. The real experts use the diaphragm call to produce the gobble, the put, the cluck, and the ki-ki-run calls.

Another Wellsboro favorite is the Saturday night bargain hunting at Meade's Country Auction. Bill Meade is witty and knows his audience. He chides his friends by asking how one man can afford a new deer rifle but can't buy his wife a marble top table that's up for bids. Square and round pedestal oak tables with bear claw feet are auctioned off at prices well below those



of antique shops. Old clocks, Corning glass pieces, roll-top desks, and old tools pass the auctioneer's block. If Meade doesn't know what an old tool was used for, he improvises. One night he sold a strange tool he jokingly called "an early bung-borer."

It's a new show every Saturday night.

Near Wellsboro lies the Pine Creek Gorge—the Grand Canyon of Pennsylvania. Fifty miles long and nearly 2,000 feet deep, the gorge runs from Ansonia to Jersey Shore where Pine Creek joins the Susquehanna. The gorge was formed during the ice age; Pine Creek, which flows through it, was used by the Seneca Indians as a highway and a hunting preserve. Herds of elk and deer roamed the dark pine forest. Today the gorge can be seen from lookouts at Harrison Park on the east rim and Coulton Point Park on the west rim.

Pine Creek was once the center of the biggest logging operation in the world. Today the scars left by logging have healed and the forest has returned to a primeval state.

Roads suitable for car travel wind through the Black Forest. Clearly marked and well maintained, they lead to picnic spots, lookouts, camping areas, and old lumber camps.

Tiadaghton is a ghost lumbering camp six miles downstream in the gorge. Remote, almost forgotten, it was once the scene of tanning and milling operations. The "woodhicks" cut a steep zigzag road down the

cliffs; rattlesnakes, wild turkeys, and black bears inhabit the hollows.

Roads leading into the forest begin at the headwaters of Pine Creek in Potter County. Near Galeton along the creek stands the Penn-



face of the cliff and laid a railroad on it to bring logs from the forest to the mill. Now the mill, the bridge and the switchbacks are all gone; only a few cabins remain. Trout leap in the creek; ravens, turkey buzzards, and eagles wheel above the

sylvania Lumber Museum. Open all year, the museum is a reconstruction of the loggers' world with its saw mill, log pond, bunkhouse, steam engine and workshops. Blacksmiths, carvers, shingle cutters and other craftsmen work in the shops.

The forest roads plunge south through the forest, following the old railroad beds. They emerge in the lower canyon at the towns of Cedar Run and Slate Run.

A cliff road leads into Cedar Run. Shaded by giant pines, hugging the banks of Pine Creek, this old logging town has only nine names in the telephone book. To dine at the hotel in Cedar Run you have to call in advance, so few are the visitors. This

hunting and fishing seasons, it is at its best in the summer. There are lakes in the area and numerous campgrounds. The towns host unique festivals during the warm months. Galeton holds a White Water Weekend when skilled canoeists and rafters race along Pine Creek. Morris holds a Rattlesnake Roundup in early June, and Wellsboro hosts the State Laurel Festival a week later which includes



community is so tranquil that wild turkey and deer are often seen feeding on back lawns at dusk.

Farther south, an ancient frontier church overlooks Slate Run. A frayed rope still tolls its bell each Sunday. A cemetery behind the church reveals resting places of the Tome family who first settled Pine Creek in the 1790s.

Although the Black Forest is popular with sportsmen during the

a beauty contest, craft and music shows on the green, archery, and boating competition on Lake Nessmuk. The Lumbermen's Carnival is held at Cherry Springs in Potter County in early August. Serving the region as a cultural center, Mansfield State College has a superb summer theater. The college also offers courses in the folklore and ecology of the Black Forest. □



The 1975 SuperCab is the stylish new workhorse in the Ford line of pickup trucks

FORD – *The Best-Selling Truck in America*

FORD DIVISION and its dealers, with 886,708 new truck sales in 1974, again have captured sales leadership in that highly competitive market.

"Great products and aggressive, hard-working dealers have made Ford number one in the truck business," Bennett E. Bidwell, Ford vice president and Ford Division general manager said. "We intend to stay on top in 1975 and we're confident our new Econolines will be a major factor in our success."

The redesigned Ford Econolines are trucks-of-all-trades. The new vans feature significant design and engineering improvements, including an industry first for these types of vehicles—body-on-frame construction.

From versatile vans and pickups to the heavy-duty L and W series, Ford trucks can be built to fit the needs of families and fleets. Perhaps that's why Ford dealers have been the industry's truck leaders for six of the past seven years. □

by Virginia Leaper

illustrations by Randall McKissick

THAT WONDERFUL FORD IN RAGTIME



IN THOSE DEAR, dead days of my New England childhood, pre-TV, pre-World War II, pre-Depression days, one thing we did a lot was sing. In the dark early evenings of winter we gathered 'round the piano—grandparents, parents and I, and sang. And on summer nights, we would all sit out on the front porch and sing. Lots of times people would drop by—they don't seem to do that much nowadays. Maybe Cousin Carl would bring along his banjo and play for the singing. Of course, there'd be mosquitoes and the smell of citronella would hang heavy on the air and there'd be lots of slapping. We'd sing songs like "In the Evening by the Moonlight" and "Give Me a Little Kiss, Will Ya, Huh?" And after a while, if the mosquitoes got too bad, we'd go inside and Mama would play the piano and sing some of her own compositions.

Mama's name was Geneva but everybody called her Pink because of her hair, which wasn't pink at all but a wonderful rich auburn and naturally curly. She played a mean piano, excelling at ragtime, sang in a pleasant soprano and wrote popular songs. Wherever we went, or whenever there was company, people would eventually ask Mama to play and sing her songs, which everyone agreed were as good as George M. Cohan's. She had already had music published before I was born—

songs like, "Take Me to the Movies," which told the tale of a country girl who went to the big city and discovered the thrill of moving pictures ("Seven reels of heaven, I wish it was eleven— Won't you take me to that moving picture show?"), and my favorite, the one I called the car song, "That Wonderful Ford."

Mama wrote "That Wonderful Ford" in 1915 and there is a story behind its composition. While she was still in her teens, Mama was discovered by a local publisher who urged her parents to send her to New York to carve out a career in music. Grandma and Gramp had other ideas, however. Even her two older brothers got into the act, turning thumbs down on the notion of letting a young girl travel alone and unprotected to the wicked metropolis. So Mama wrote more songs, and waited impatiently for the day when she could make it on her own.

Finally, she got out of school and looked for a job to earn money for her chance at the big city. In our town, there weren't too many opportunities for a young lady who played ragtime piano—with one notable exception: the sheet music counter at Rich's Department Store. In those days, sheet music was a big seller and most music counters employed a piano player who would oblige a customer by playing requests of the latest hits. For years, Rich's had featured a

lady named Celia Quimby who favored black dresses and wore her hair in a bun. Although no glamour girl, she was a demon at the upright. Even Celia, however, had to eat, and Mama got herself hired as Celia's lunchtime replacement.

The job was okay, but Mama was impatient to get to New York



and she soon realized that with the few dollars she earned as a keyboard jockey it would take a long time to reach Tin Pan Alley.

A prominent feature of Rich's was its soda fountain-lunch counter, which just happened to be located directly across the aisle from the sheet music department. Between stints at the piano, Mama had

ample time to observe the luncheon customers, and among the regulars who turned up almost daily was Mr. Jason, manager of a car agency just down the street. A plan began to take shape in Mama's mind. That night, fooling around on her piano at home, Mama began to write the first commercial:

Verse:

"Oh, gee, I am so happy, I don't
know what to do,
All night long I've been dreaming,
I was
Automobiling, with a sweet
little girlie, too.
It was great to be riding, around
the town like mad
With champagne used for
gasoline,
I ran my little Ford machine
This is the dream I had.

Chorus:

"I had an auto that was all to
the good,
A million dollars' worth right
under the hood,
Somebody said to me, 'Bill,
you're in right
Nothing to do but ride from
morning till night,
In your FORD, FORD, every
other auto
Is a wonderful, wonderful
FORD'—
And they sure raised some
commotion
When I crossed the mighty ocean
In that little FORD
auto-mo-bile."



The very next day, as soon as she saw Mr. Jason come in and give his order, Mama went resolutely to the piano and began to play and sing her song. When she got to the "FORD, FORD" part, Mr. Jason put down his chicken sandwich, turned around and stared at her. When she'd finished, Mr. Jason paid his check and moved over to the music counter.

"Young lady," he said, "where did you get that song?"

"Oh, that?" Mama said innocently. "Why, I wrote it. Did you like it, sir?"

"It's first rate," Mr. Jason said. "Yes, indeed, first rate." He reached in his pocket and took out a card.

"I think I know somebody else who will like it, too," he said, handing the card to Mama. "You come to my office tomorrow afternoon around three o'clock. By the way, do you have that song written down?"

Mama assured him that she would have it.

"Well, you bring it along and sing it for Mr. Flint," he said, and Mama gasped! He must mean Dutee Wilcox Flint, she reasoned, well-known around town as the prosperous operator of 16 Ford agencies throughout New England.

Things happened just as Mama had hoped they would. Dutee Wilcox Flint liked her song even better than Mr. Jason had. He published it and paid her the enormous sum of *one hundred dollars*, which in those days was a good deal of money. It certainly was enough to get a girl to New York, anyway, and to keep her there while she made her bid for fame and fortune.

Only it didn't quite work out that way. Instead, she met daddy, fell in love, got married and had me. Which is a sad or happy ending, depending on how you look at it. One thing I do know, though. While Mama's songs were never heard on Broadway, they were a big hit around our home town. And lots of people could be heard humming and singing tunes like, "I had an auto that was all to the good . . ." □

Way Down Yonder North of New Orleans

Within earshot of Dixieland jazz lies a peaceful countryside just made for canoeing and Thoroughbred training
by Bryce Moreland

paintings by Jack Smith

A SUNKEN CITY SETS my imagination adrift. I see myself floating in a small boat on clear, cold water and looking over the side where bright, white clouds reflecting on the surface momentarily block my vision into the depth. Then an ancient garden flowing with seaweed slides beneath me and its fallen wall lies broken on the bottom like the scattered stones around the Parthenon.

I know I am dreaming. My waiter in a butcher's apron sets sugar-dusted, cube-shaped doughnuts and *café au lait* before me, while across the street Andrew Jackson rears his war horse against the looming face of St. Louis Cathedral. The clip-clop-clank of horses' hooves and steel-rimmed carriage wheels sounds sharp and hard against the traffic. It is hot, even while sitting beneath this ceiling fan and awning. The waiter takes my Kennedy half-dollar.

My reverie broken, I am awake in New Orleans' French Quarter with its legendary courtyards, the lost gardens of my sunken city, hidden



behind ancient walls and barred gates that let my imagination in but keep me out in the tourist crowd. My guidebook lies open on the table



and the sentence that conjoured up watery images reads, "New Orleans is five feet below sea level." My map shows a city surrounded by water:

enormous Lake Pontchartrain and its feeder rivers on the north edge; the Mississippi River crescent on three sides of the Quarter; and an

expanse of marshland laced with bayous and dotted with small bays south and east. There is water in every direction and the encircling city levees keep it out.

I leave the sidewalk cafe, wait at the corner for the light to change, and walk to my hotel to call a canoe outfitter. I want to reach from the history-haunted heart of the Quarter to touch the people, land and water tucked into this corner of the Gulf Coast. I need to explore.

Outfitter's aid

Byron Almquist at the Canoe and Trail Shop listens to my troubles, and the next morning I am driving north, skirting Lake Pontchartrain, on Interstate Highway 55, behind a young couple I met in the shop. Our two yellow fiberglass canoes are lashed down and highway signs zipping by tell of small towns hidden back among low hills and pine woods. Three names, Amite, Arcola and Independence, mean something to me. They are canoe put-in and take-out points on the Tangipahoa River.

My partners, Van and Marsha Gunter, lead me through Amite, a gravel and timber town, to the State 16 bridge over the river. We leave my car and continue to Arcola to "put in" at the State 10 bridge.

Between the two bridges I was soon to discover the clear, cool water I wanted, plus deserted gravel bars twice as large as my hotel courtyard, and an empty woods rising

higher from steep bluffs and easy slopes than the Spanish and French buildings lining Bourbon Street.

We had left New Orleans at eight that morning and were on the Tangipahoa at 9:45. It was four and a half miles by river from Arcola to Amite and we were "taking out," our trip completed, by noon.

The river in late spring and summer is normally thigh deep and drops about two feet per mile with a current running between two and three miles per hour. It is an ideal cruising river for overnight canoe-camping on its many gravel bars along a 15-mile stretch from Arcola to Independence.

Our paddles made little eddies, like swirling liquid glass, in the water when we pushed to mid-stream. There, the current carried us along. I could count the rocks on the bottom even though the day was overcast. The air was quite warm but fresh and in the even light the green longleaf pine needles and darker bald cypress leaves created a monochrome tapestry that hung down to the tops of bluffs.

We cruised south on the winding, scenic river, usually staying in the swiftest current on the outside of certain bends. In these bends water rushed through snags or fallen trees that erosion had chewed from the bank. These snags and the sometime quicker currents are tricky challenges that can spill careless or novice canoeists. Novice and experienced canoeists alike should remem-





ber that heavy rains, particularly during winter and early spring, raise the Tangipahoa as much as 10 feet, turning a fun river into a ferocious freshet.

Midway through the trip we beached on a gravel bar and were passed by four young men who had followed the river two days from Kentwood. They were the only people we met. Later we came upon them swinging from a rope tied to a tremendous overhanging oak. They dropped splashing into a deep inshore pool. We resisted the temptation to join them, surrendering to the Tangipahoa's current and slipping quietly through the isolated land Choctaw Indians had once inhabited.

At our take-out point three men and a boy cane-pole fishing for crappie indifferently watched us drift toward them sitting beneath the bridge. Their red-and-white floats bobbed fruitlessly in the ripples. The fish, they said, were not hitting today.

Our canoes slid crunching onto the gravel bar and we lugged them up the bluff, reloaded after picking up Van's car, and then headed east for a whistle-stop on the map called Waldheim.

Stopping at a crossroads country store on State 40, we asked about Saddlewood Farms, the home of Pajama Game, a Louisiana champion jumping horse. The storekeeper sent us down a nameless side lane as narrow as a newborn gorge. Pines crossed their tips like swords above us; then the way opened wide onto State 21. We turned north and in minutes were there.

Laurie Higgins, who trains young riders with her sister Bonnie and their father George, was working Pajama Game. This creation is a leopard Appaloosa standing 16 hands three inches and weighing 1,700 pounds. He floats over jumps like a cloud dappled grey with forming rain.

There are about 25 horse farms in the Waldheim region. Most raise

Thoroughbred race horses and a few, like Saddlewood, train jumpers; but there is only one Pajama Game and after the workout his skin was flushed pink beneath his coat. As he cooled, the color faded like the afterglow of a sunset.

Shore lunch stop

A thunderstorm broke upon the afternoon as we drove away toward New Orleans, intending first to blend our day's explorations with local history at Bechac's Restaurant in Mandeville on the north shore of Lake Pontchartrain. Four generations of Bechacs have served long-time customers in their old family home since 1885. The house-restaurant built in 1840 has survived hurricanes off the lake, the Civil War and competition with New Orleans' best places. We stepped into a cool dining room of bentwood chairs, ceiling fans and low cypress beams with pegged joints.

Joe Honoré, our waiter, suggested soft shell crabs and trout meuniere, baked speckled trout floating in seasoned butter sauce. He brought us shrimp and oyster cocktails and took time to talk—there is still a rare rural manner complementing the gracious style of Mandeville. Joe said he had started in restaurants when he was 11 years old washing glasses in a forgotten French Quarter bar where Brennan's has been for years.

"I'm 54," he said, "and Dennis Bechac, the owner, is the youngest

thing in here at 35 and that includes the furniture."

Joe even remembered the steamboat that, until 1926, brought thousands of weekend visitors from New Orleans to this now quiet resort town of lakefront Victorian summer houses, a few antebellum Louisiana raised cottages and misplaced oaks which summer fugitives from malaria and yellow fever had planted among the pines a century ago.

Mandeville is history and, while we were there, a lady in Bechac's tried to take some away. She insisted that Dennis Bechac sell her an old wooden high chair her daughter had eaten in as a baby. He finally persuaded her to look around instead in the antique shop in the former family quarters upstairs.

Outside, New Orleans' lights glowed dimly 24 miles across the water where the Lake Pontchartrain Causeway, the world's longest bridge, enters the city from the north shore at Mandeville. Some miles farther west the Tangipahoa River flowed into the lake, and as we pulled onto the bridge I envied the boys who had shared the river with us and now sat around a campfire.

Midway across the lake, the world in all directions was choppy water with the lights of distant tugboats shining like unnatural stars in the night. When we reached the end of the causeway, New Orleans' lights poured over us and we plunged with our shackled-down canoes deep into my sunken city. □



FAVORITE **Recipes** FROM
FAMOUS RESTAURANTS
by Nancy Kennedy



painting by Harvey Kidder

MA BELL'S NEW YORK, NEW YORK

The first restaurant located in historic Shubert Alley in Manhattan (at West 45th Street), this dining saloon offers each table a "Bonnie and Clyde" telephone providing customers phone lines to the outside world. The walls feature blow-ups of famous telephone users with punch line captions. Open 11:30 a.m. to after theatre, Monday through Saturday. Closed on Sunday.

MA BELL'S BOURBON CHEESE SPREAD

Whip 3 ounces Cheddar cheese with 1 ounce of bourbon until it is fluffy. Add a pinch of cayenne pepper. Chill in a pottery crock and serve.

BLANCHE'S COURTYARD ST. SIMON'S ISLAND GEORGIA

This charming restaurant features coastal cookery served in a friendly atmosphere with outdoor gardens and patios for dining. Lunch and dinner served every day except Sunday. Reservations necessary. From U.S. 17 take Torras Causeway across the bridge; the restaurant is about 2 miles past the village area at 440 King's Way. Pat and Rip Benton are the owners.

OLD SOUTH BREAD PUDDING

3 cups milk
2 tablespoons butter
3 eggs
 $\frac{1}{2}$ cup sugar
 $\frac{1}{2}$ teaspoon salt
 $\frac{1}{2}$ teaspoon nutmeg

BACON AND SPINACH SALAD

4 ounces raw, well washed and dried leaf spinach
3 slices crisp, drained bacon
2 mushroom caps, sliced
1 hard-boiled egg, sliced
 $\frac{1}{2}$ tomato, diced

Combine all ingredients in a salad bowl, mix with House Dressing (below).

MA BELL'S HOUSE DRESSING

Combine the following: $1\frac{1}{2}$ tablespoons salad oil; 1 tablespoon wine vinegar; $1\frac{1}{2}$ teaspoons chopped onion; $\frac{1}{2}$ teaspoon French Dijon mustard; dash of both Worcestershire sauce and Tabasco sauce; pinch of oregano and salt and pepper, to taste. Mix well. Serves two as a salad course or one for a main course.

$\frac{1}{2}$ teaspoon cinnamon
1 cup raisins
7 slices day-old bread

Scald milk and butter together. Beat eggs and sugar together, then add salt and spices, raisins and scalded milk mixture. Shred bread and place in a buttered baking dish; pour mixture over bread and bake in 350° oven for about 45 minutes. To keep mixture from sticking, baking dish may be placed in a pan of water while in the oven. Serve with sauce (below).

pudding Sauce: Cream together $\frac{1}{4}$ pound butter with $\frac{3}{4}$ cup sugar. Then add 3 tablespoons warm milk or cream and 3-4 tablespoons whiskey. Serve hot over warm or cold bread pudding. Makes 6 portions.

painting by Betty Lowe



painting by William Noonan

BLACK ANGUS STEAK HOUSE KALIDA, OHIO

In 1936 this restaurant started out as a small family operation. Today it is still run by the Kuhlman family, but it has nine dining rooms and seats over 600 patrons. Breakfast, lunch and dinner served daily; reservations advisable. The address is 104 Main Street in downtown Kalida, at the junction of State Highways 114, 115 and U.S. 224.

BROWNED STEAK WITH TOMATO SAUCE

1½ pounds round steak, 1½ inches thick

*4 tablespoons flour
4 tablespoons oil
½ cup chopped onions
2 tablespoons chopped parsley
1 tablespoon salt
¼ teaspoon pepper
2 bay leaves
1½ cups tomato sauce
1 cup water
2 tablespoons brown sugar*

Roll steak in flour, coating evenly on both sides. Add oil to a heavy skillet, heat, then brown steak well on both sides. Combine remaining ingredients, bring to a boil and pour over browned steak. Reduce heat and simmer covered for 1½ hours. Serves 6.

SHAMBARGER'S REDKEY, INDIANA

Gourmets continue to come from all over the world to enjoy the special combination of showmanship and excellent food that John Shambarger serves forth for dinner on Sundays, Mondays and Tuesdays. There is only one seating for dinner and the meal and entertainment take hours — Host Shambarger changes outfits between courses and there is even an intermission where guests leave the restaurant before the main course is served. It is about 20 miles northeast of Muncie off State Road 67. Reservations must be booked months in advance. Closed the last

two weeks of February and first two weeks of July.

SHAMBARGER'S ANTIQUE HAM LOAF

*1 pound fresh pork, ground
1 pound smoked ham, ground
3 eggs
1 cup dry bread crumbs
1 cup cream
Salt and pepper, to taste
½ cup ketchup*

Combine the above ingredients and form a loaf. Then make sauce below. *Sauce:* Combine ¼ cup vinegar; ¾ cup water; ½ cup brown sugar and 1 tablespoon dry mustard. Bring these ingredients to a boil for a minute and pour over the ham loaf. Bake in a 350° oven for 1½ hours, basting often. Serves 8-10.

painting by Frank Saso



Letters

Suspicious Scent

Dear Sirs: I enjoyed reading Margaret Cousins' "For the Price of a Phosphate," in the October FORD TIMES. However, I hope she will not be offended if I correct one of her memories. I am referring to the mention of Coty's Chypre (which was one of my favorites, and is no longer being made) and Houbigant's Emeraude. Now Houbigant has some very nice perfumes, but I'm afraid that Emeraude is not one of them. Coty introduced Emeraude in 1923, and it is possibly the leading fragrance of all perfume manufacturers. My mother used Coty's Emeraude for years. The story was very enjoyable and brought back a lot of memories.

Marion Philpott
Gardena, California

Hats Off!

Dear Sirs: The article, "A Bell for America," in the December FORD TIMES was of great interest to me, inasmuch as the Liberty Bell was hauled from Philadelphia by one of my ancestors, John Jacob Mickley. There is one thing with which I would disagree—the hats worn by the drivers of the wagon in the illustration. John Jacob was a farmer who hauled produce into the city

from Allentown and I'm sure that he did not wear a cocked hat!

Louise Lyon Thompson
Mansfield, Pennsylvania

Passes It On

Dear Sirs: Thank you very, very much for sending me your really nice little magazine. It sure makes a big hit wherever I send it. I recently received five replies from people overseas telling me how much they enjoy FORD TIMES. The magazine is a great way to let people of other lands get a glimpse of our country that is more true-to-life than what they hear on radio or see on television.

Harry Hefler
Lake Crystal, Minnesota



Ford Family

Dear Sirs: Here is a photograph of our three 1974 Fords. Our 18-year-old daughter, Donna, chose the Ford Mustang as her first car. My wife, Sue, picked the Pinto Runabout and I chose the Maverick. As you can see we are strictly a Ford family.

William E. Morrison, Jr.
Ellicott City, Maryland

Meet the new Ford SuperCab

**...the pickup cab
roomy enough for a back seat.**

Now you can have a 2-door pickup that seats a family of six! Ford's new SuperCab makes a big difference in capacity—for people or things. The rear cab floor measures 5½ ft. wide and over 2 ft. front to back. Protected, lockable space behind the front seat totals 44 cu. ft.

SuperCab gives you a choice of rear

seats. Pick

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seat that folds flat for cargo. Or

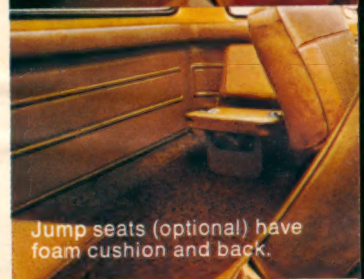
facing jump seats that fold up. SuperCab pickups come with 6¾ or 8-ft. box. GVW's to 9,300 lbs. for heavy loads like slide-in campers. Economical Six or three V-8's. Try a new and quiet 2-door SuperCab pickup at your Ford Dealer's now.



Works like a truck. Rides like a car.



Foam rear seat (optional) folds flat to take cargo.

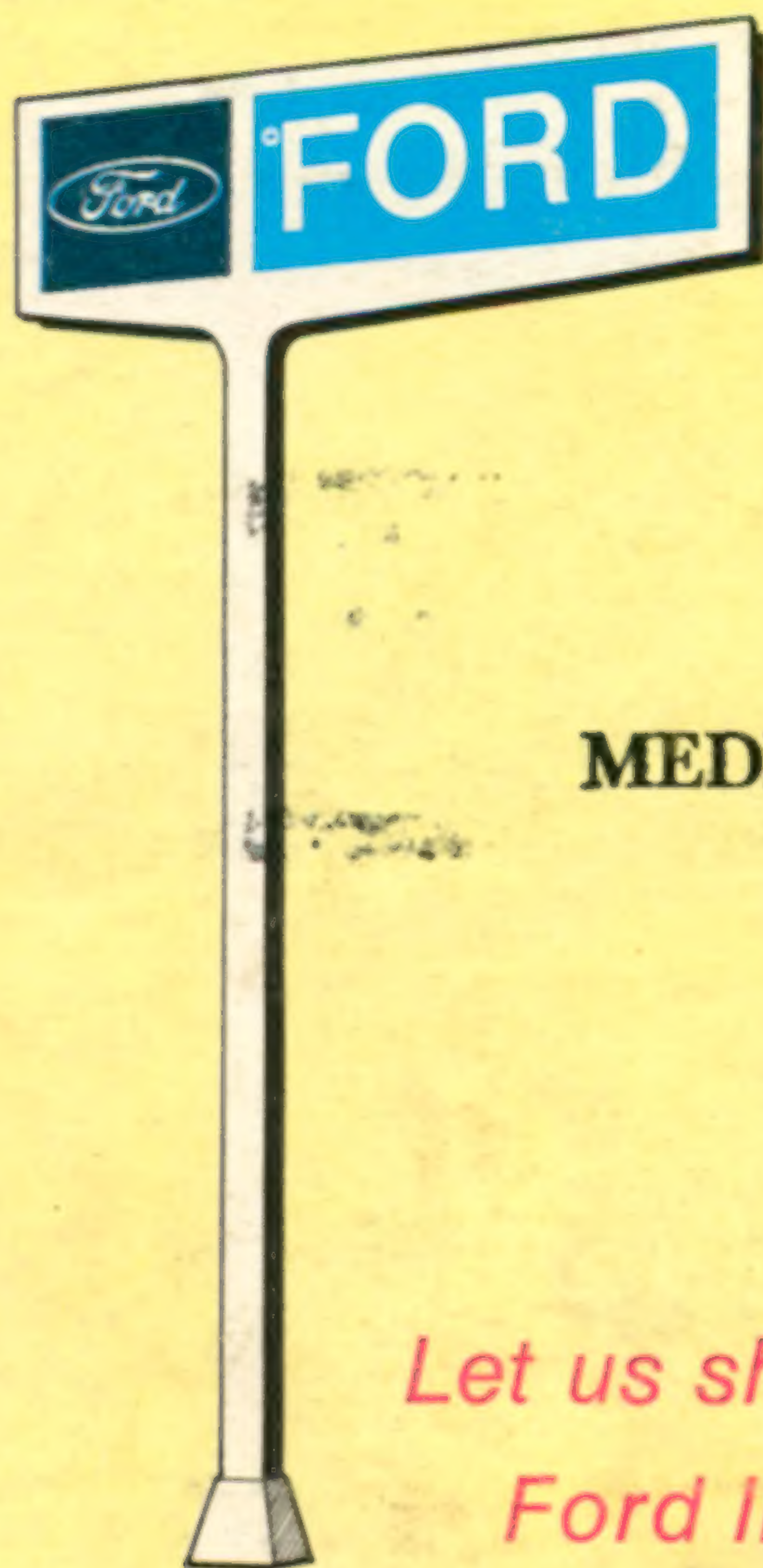


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